ORNETTE MATTHEWS

DATA ANALYST

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A strategic and outcome-driven analytics professional, skilled in stakeholder management, data modelling, and visualisation.

With experience across medical, finance, and entertainment industries, I have delivered insights and products that improved retention, increased marketing efficiency, and scaled operations. I partner confidently with executives, marketers, engineers, doctors, and lawyers — translating data into decisions that shape growth and innovation.

I'm passionate about building end-to-end analytics solutions — from data pipelines to AI-powered tools — that drive measurable business impact.

WORK HISTORY

Senior Business Intelligence Analyst | eMed | Jul 2025 - Present

Business Intelligence Analyst | eMed | Jan 2024 - Jun 2025

- **Launched and owned the analytics product** across UK and US, delivering **timely and actionable KPI's and SLA's** across the Executive Suite, Marketing, Operations and Finance teams.
    Key achievements:
    1. **Increased Marketing ROAS by 3x** by providing targeted insights and optimising campaigns
    2. **Reduced fulfilment times by 4x** through data-driven strategies, improving operational efficiency
    3. Maintained a 90+% Retention Rate with an analytics suite covering Customer Lifetime Value, Churn Risk Indicators and Lapsed Customers
- Designed a personalised AI chatbot for the SheMed app, leveraging customer data to enhance user experience and engagement.
- Recruited and mentored a team of 3 analysts in specialised areas across Marketing, B2B and Operations, enhancing team performance and fostering skill development

Freelance Digital Consultant | SnapTime Media | Jul 2023 - Dec 2023

Designed and launched websites for 10 clients across diverse industries — from local trades and mental health to education — driving measurable improvements in online presence and customer engagement.

Key Achievements:

- **Delivered customised web solutions** aligned to client goals, improving functionality and user experience.
- **Enhanced brand visibility** with strategic layouts, content design, and optimised user flows.
- **Implemented CRM automation** to nurture prospects, enabling predictable lead generation and higher conversion rates.

Business Data Analyst (Contract) | Chelsea FC | Apr 2023 - Jul 2023

- **Identified high-value customer segments** across ticketing, memberships, merchandise, stadium tours and app usage using recency-frequency analysis, enabling targeted marketing campaigns.

- **Optimised customer lifetime value modelling** by providing QA and improving SQL and dbt workflows, ensuring accurate insights for revenue forecasting.

Data Analyst | Generation Home | Nov 2021 - Mar 2023

- **Scaled analytics capabilities** during a 6x growth period, building B2B reporting and tracking SLAs that cut funnel times by 3x.

- **Delivered board-level reporting frameworks** in Looker and set up parallel data infrastructure for Gen H Legal in Power BI.

Senior Data & Insights Analyst | BPI | Apr 2019 – Oct 2021

- **Designed and launched the company's Traffic Intelligence Database** (SQL and Power BI), creating a central source of truth for operational and legal insights.

- **Delivered high-stakes analytics to the CEO and General Counsel** for government enquiries, media communications, litigation against copyright infringers, and lobbying efforts with major tech platforms (e.g. Google).

Insight Analyst (FTC) | PPL | Sep 2019 - Jan 2021

- **Built dispute resolution dashboards** in Tableau for the International Team, unlocking a potential **£6m uplift** within a £50m revenue recovery function.

- **Partnered with Data Governance** to lead a company-wide Data Quality Investigation, strengthening data integrity across the organisation.

Account Manager | Bell Marketing | October 2017 - July 2018

- **Optimised multi-channel campaigns** (Google Ads, GA, Facebook) across 5 client accounts, achieving an average **cost-of-sale of 18%**.

- **Managed client relationships** through reporting and strategy presentations, building early experience in stakeholder communication and growth strategy.

SKILLS

Business Intelligence: Looker, Power BI, Tableau

Programming: SQL, Python (Pandas, Matplotlib, Beautiful Soup, Scikit-Learn)

Analytics Engineering: dbt, GCP/AWS, Airflow (Data Transformation and ETL/ELT Processes)

EDUCATION

University of Bristol (2014 - 2017)
BSc Economics and Econometrics (2:1)