

Kemi Elizabeth Ojogbede

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Data visualisation engineer with experience as a journalist and content marketing manager.

EDUCATION

MASTER OF SCIENCE, DATA SCIENCE

Birkbeck University of London | 2019 - 2021

MASTER OF ARTS, CONTEMPORARY LITERATURE AND CULTURAL THEORY

Birkbeck University of London | 2014 - 2016

BACHELOR OF ARTS, ENGLISH WITH CREATIVE WRITING

University of Nottingham | 2011 - 2014

SKILLS

- Python
- SQL & R
- Javascript, HTML & CSS
- Google Sheets
- Figma & Adobe Photoshop
- NLP & Web scraping
- Data visualisation, Google Data Studio, Bigquery and Tableau
- API connection and Visual Studio Code
- Copywriting, SEO and subediting

EMPLOYMENT HISTORY

DATA VISUALISATION ENGINEER

PhD media | Feb 2022 - current

- Connect to various API's to collect client data from various media platforms using Python.
- Clean and organise data according to company taxonomy using SQL in Big Query, and create interactive client dashboards using Google Data Studio.
- Work with wider AdOps and marketing teams to brainstorm more engaging ways to visualise data in a bespoke, custom coded way for higher paying clients.

CONTENT MARKETING AND DATA MANAGER

Finder UK | Nov 2020 - Feb 2022

- Created Javascript code that automatically adds a source to any copied HTML text from our website, significantly increasing amount of links back to research pages.
- Used HTML, CSS and Javascript to build interactive elements to improve user experience.
- Managed team of designers, writers and analysts who create assets and conduct research.
- Used BeautifulSoup and Selenium to scrape websites for data that enhances website content.
- Held masterclasses to train other teams in data visualisation building.
- Wrote, edited and designed pages of statistical research to be outreached by PR teams.

EMAIL SPECIALIST

Mumsnet | Sep 2019 - Nov 2020

- Built new HTML email template that mirrored most clicked areas on site, resulting in higher engagement after a two-month period of AB testing.
- Used Python to conduct audience segmentation and create targeted email campaigns.
- Analysed user buying habits during Black Friday sales, then included these in affiliate marketing emails. This data-led approach resulted in a 68% growth in email revenue, with 54% of overall Black Friday revenue coming from emails alone.

COMMERCIAL CONTENT CREATOR

Mumsnet | Oct 2018 - Sep 2019

- Used Python to conduct topic analysis within forums to understand users buying habits throughout the year. This data was used to pitch commercial campaigns to clients.
- Managed promotional activity and content production schedules for clients.
- Liaised with clients to come up with creative solutions for branded content.

JOURNALIST

- **The Mirror Online** | April 2018 - Oct 2018
- **The Hook** | March 2017 - April 2018
- **The Week UK** | Aug 2016 - March 2017
- **Grazia UK** | May 2016 - Aug 2016

References available upon request