michele brooks

DATA & ANALYTICS ENGINEER

I'm a full-stack data-nerd working in data storytelling, visualisation, analytics and engineering. I'm a firm believer in the transformative force of data, not just in our lives, but in reshaping the world around us. My professional passion lies in assisting companies in devising and executing data strategies, seamlessly integrating data-driven decisions into their operations and culture.

contact

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education

MSC IN GEOGRAPHIC INFORMATION SCIENCE & TECHNOLOGY
Georgia Institute of Technology
2014-2015

BSC IN INTERNATIONAL DEVELOPMENT WITH ENVIRONMENT & SOCIETY
University of East Anglia
2010-2013

certificates

AWS SOLUTIONS ARCHITECT ASSOCIATE
Dec 2021 - Dec 2024

TABLEAU CERTIFIED ASSOCIATE CONSULTANT
Dec 2020 - Dec 2022

skills

AWS
Athena, S3, EMR, Lambda, EC2 CloudWatch

GCP
BigQuery, GCS, Compute Engine, Kubernetes / GKE

DATA VISUALISATION
Tableau, Data Studio, PowerBI

ETL / ELT
dbt, Python, Pentaho & SSIS

REPORTING
SSRS & Excel

DB MANAGEMENT
Athena, BigQuery, SQL Server, MySQL, Vertica

CODING
SQL, Python, YAML, Bash, HTML & CSS

SOURCE CONTROL
Declarative Infrastructure, Git

CONTINUOUS INTEGRATION
Tingle, Jenkins

AGILE DEVELOPMENT
JIRA, JIRA Align & Confluence

GIS
ArcGIS & QGIS

experience

SENIOR ANALYTICS ENGINEER

Spotify　　　　**Amsterdam**　　　　**Oct 2022 - Present**

- Worked with mobile engineers, data engineers & scientists, user researchers & product managers to pioneer insights for the build systems, APIs, code structure & dependencies of the mobile client code base to improve developer experience & app performance
- Spearheaded setup & migration to dbt to support analytics & reporting data layers
- Built a metrics solution to consolidate the development & definitions of over 40 key, actionable KPI's into a scalable library & backend-driven dashboard UI used by 100+ users
- Communicated insights & recommendations through product updates & data workshops, helping to promote & activate data best practices in the Client Platform teams
- Founding member of working groups & guilds establishing best practices for analytics & data modelling standards company-wide

CO-FOUNDER / DATA & ANALYTICS ENGINEER

The DeFi Lab　　　　**Lisbon**　　　　**Jun 2021 - Sept 2022**

- Founded a web3 studio building decentralised products. Focused on rapid product development and deployment that attended WebSummit 2021 as an Alpha Startup
- Wore many hats in the scrappy, early-stage startup days including head of data, operations and branding
- Through the consulting arm of the studio, built data & analytics engineering solutions for clients in the digital marketing and real estate industries

SENIOR DATA CONSULTANT

ESA & Keyrus Digital　　　　**Cape Town**　　　　**Apr 2020 - May 2021**

- Deployed and maintained the ABSA regional data platform team to deliver digital insights to banking teams across 10 countries in Africa
- Advised clients in banking, consumer goods, mining and medical industries on analytics software and cloud architecture to support their data roadmaps and business goals
- Championed data-driven solutions as a certified Tableau consultant and sales partner

SENIOR DATABASE SPECIALIST

Tencent　　　　**Cape Town**　　　　**Feb 2019 - Mar 2020**

- Built & maintained a serverless, cloud-based data lake architecture in AWS that translated raw log data generated by mobile music streaming application into actionable business insights for 80+ users in South Africa, Hong Kong, China & Thailand
- Maintained data pipelines transferring unstructured data from internal & external data partners into data platform in AWS
- Developed data processing tasks to turn large, complex & unstructured datasets into standardised business reporting tools
- Supported product, operations, finance, business development, marketing & technology teams with data tools to enable deeper understanding of our products & users

BUSINESS INTELLIGENCE DEVELOPER & ANALYST

Rhino Africa　　　　**Cape Town**　　　　**Mar 2017 - Jan 2019**

- Built & maintained ETLs to integrate data across proprietary & enterprise software environments. Maintained Linux server & Jenkins continuous integration ETL environment.
- Developed BI integration & reporting tools using Agile project management & Git workflow
- Designed integration tools and pre-cursors to establishing an operational data store and departmental master data table
- Supported marketing, sales, product and finance departments with data tools and established company standards for developing in PowerBI & SSRS using git workflow

BUSINESS INTELLIGENCE REPORT DEVELOPER

Cardlytics　　　　**Atlanta**　　　　**Sept 2015 - Jan 2017**

- Built tools using SSRS & Tableau to deliver self-service BI to over 200 users via SharePoint
- Optimised SQL queries & ETL processes to return results in seconds from data warehouse with tables of 50+ billion rows
- Practiced Agile software development using JIRA & SourceTree for continuous delivery
- Collaborated on department-wide training sessions for sales, analysts, account managers & engineers