

Raquel Garcia

Data Analyst

Data analyst with 8 years of experience in digital design. Identifying trends, extracting insights from raw data, and translating complex concepts into graphics, to help with business decisions that lead to success.

PROJECTS

Rockbuster Business Plan

Data Analyst. July 2023

- Analysis to support Rockbuster's business plan to use its existing movie licences to launch an online video rental service in order to stay competitive.
- The raw data cleaning and analysis were executed on a relational database of over 15 tables, with PostgreSQL, with joins, filtering, CTE, and subqueries.
- Answered and presented business questions with Google Slides.

Instacart Marketing Strategy

Data Analyst. August 2023

- Assisted Instacart stakeholders to learn more about their sales patterns and their customers purchasing behaviours, to create a targeted marketing strategy in 2 weeks.
- Merged 5 different data sets of over 1M rows, and conducted data aggregation, EDA, and data visualisation in Jupyter, to find the answers in the data.
- 100% of the process was tracked and documented in Excel.

More projects at: raqueldata.com

EXPERIENCE

Bao Selecta, Cardiff, UK

Street Food Chef. April 2022 - Present

- Collaborating closely with clients to understand their online presence vision, ensuring alignment with their brand identity.
- Documented and photographed events with +28K attendees.
- Conducting thorough research on the target audience, industry trends, and competitor content.

Meeting all project deadlines, and received positive feedback from clients for consistently delivering projects that exceeded expectations.

Freelance, Cardiff, UK

Photographer. April 2022 - Present

- Collaborated closely with clients to understand their online presence

CONTACT

+44 0 7511 083 049

hello@raqueldata.com

linkedin.com/in/raqueldata

Based in Cardiff.

Open to remote work.

SKILLS

Analytics

SQL

Python

Excel

Tableau

Data Visualization

Presentations

Google Analytics

Adobe CC

Social Media

Management

SEO

WordPress

EDUCATION

CareerFoundry

Data Analytics

Immersion

December 2023

Open University of Catalonia (UOC)

Bachelor of Multimedia, Technology, and Design

January 2016

Barcelona, Spain

- First class honours in UI/UX, and Visual Language.

- Completed a half-year internship at 4Pi Productions in Cardiff, UK.

LANGUAGES

- English

- vision, ensuring alignment with their brand identity.
- Documented and photographed events with +28K attendees.
- Meeting all project deadlines, and received positive feedback from clients for consistently delivering projects that exceeded expectations.

- Spanish
- Catalan

4Pi Productions & Cultvr Lab, Cardiff, UK

Digital Designer. September 2017 - March 2022

- Managed multiple projects simultaneously while ensuring consistency and quality.
- Designed digital content, virtual tours, and Fulldome experiences in festivals with over 15K attendees, that met the client's expectations.
- Developed and executed creative design concepts for a range of digital assets, including websites, social media graphics, motion graphics, and promotional videos.
- Collaborated with clients to gather feedback and make necessary revisions to achieve design perfection. Some of them include CADW, Princes Trust, and UHB.
- Implemented a project management system to streamline design workflows that led to a 30% increase in productivity.
- Successfully elevated the company's visual identity through impactful and cohesive design solutions, achieving an 800% increase of social media following.

Comellas Bookshop, Barcelona, Spain

Product Photographer. October 2016 - September 2017

- Comellas Bookshop specialises in antique and rare books and I carefully captured high-quality and visually appealing images of +500 unique books.
- Met tight deadlines, especially during peak seasons.
- Maintained and organised a digital asset library for easy retrieval of product images as needed.
- Suggested and produced video content for some of the most rare books, contributing to selling them, contributing in +20K revenue.

Okand Studio, Barcelona, Spain

Filmmaker. February 2015 - October 2017

- Took a hands-on approach to the entire filmmaking process, including scriptwriting, shooting, and editing.
- Collaborated closely with clients in the electronic music scene, to understand their venues and events objectives and visual preferences.
- Implemented creative colour grading solutions, and delivered captivating video content that exceeded client expectations.
- Built a portfolio of diverse and visually striking film projects, attracting new clients and opportunities.