

# ZINACHIDI NWACHUKWU

DATA ANALYST / BUSINESS DEVELOPMENT EXECUTIVE

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## PROFESSIONAL SUMMARY

Results-driven with hands-on experience in data analysis and business development. Proven ability to create impactful data visualization dashboards, conduct market research, and support strategic business initiatives. Adept at leveraging data-driven insights to drive business growth and enhance decision-making processes. Ready to contribute effectively as both a Data Analyst and Business Development Executive.

## CORE COMPETENCIES

Analytical Skills	Data Analytics, Problem Solving, Data Visualization Critical Thinking Research & Analysis Attention to Detail
Technical Skills	JavaScript, SQL, PL/SQL, HTML, Cascading Style Sheets (CSS), Data Cleaning
Soft Skills	Communication, Teamwork, Interpersonal Skills, Adaptability, Time Management, Collaboration

## WORK HISTORY

### Product Designer

#### LOCAERISE | December 2024 – February 2025

- Collaborated with developers and product managers to ensure seamless implementation of product designs.
- Designed icons, illustrations, and branding elements to enhance visual consistency.
- Conducted user research and analyzed feedback to improve product usability

### Data Analyst Intern

#### QUANTUM ANALYTICS NG | September 2024 – January 2025

- Ensured data accuracy by extracting and cleaning datasets using Excel and SQL.
- Created intuitive dashboards with Power BI to highlight key metrics and trends.
- Collaborated with teams to provide customized solutions aligned with corporate objectives.

### VC & Business Analytics Extern

#### HP TECH VENTURES | September 2024 – October 2024

- Conducted a basic market analysis to become familiar with emerging trends, competitive landscape and key opportunities for growth in the AI-enabled productivity tools market.
- Conducted research to source a startup that aligned with the organization's investment thesis.
- Conducted due diligence on a startup to prepare an investment summary to highlight the viability and growth of potential investments.

### Growth Intern

#### STRATPAL LIMITED | June 2024 – August 2024

- Conducted comprehensive market research and analysis, identified key growth opportunities, leading to 20% increase in potential leads.
- Assisted in the development and execution of 5 digital marketing campaigns, resulting in a 15% increase in engagement rates and a 10% rise in website traffic.
- Supported the sales team with lead generation, contributing to a 10% increase in conversion rates through targeted outreach efforts.
- Collaborated with the partnerships team to identify and secure 3 new business development opportunities, enhancing strategic alliances and partnerships.
- Analyzed data and provided actionable insights that optimize marketing strategies, leading to a 12% improvement in resource allocation efficiency.

### Data Analyst Intern

#### ACME SOFTWARE LAB | June 2024 – July 2024

- Collected and clean data from 6 sources, ensuring the accuracy and reliability of datasets used for analysis.
- Performed data analysis and visualization using SQL and Power BI, creating 8 interactive dashboards that improve decision-making.
- Created and maintain real-time dashboards to track 7 key performance indicators, enhancing visibility into operational metrics.
- Collaborated with 4 cross-functional teams to deliver tailored analytics solutions based on data requirements.

**VC Deal Sourcing Intern**

**IGNITEXL VENTURES | June 2024 - July 2024**

- Conducted market analysis to evaluate over 8 potential business startups, identifying 5 high-potential candidates for investment.
- Developed 4 comprehensive investment summaries, effectively communicating key insights and securing buy-in from decision-makers.
- Evaluated startups through financial analysis and market research, resulting in 3 successful investment recommendations.
- Participated in strategy sessions, refining investment approaches and identifying emerging market trends that informed investment strategies.

**Data Analyst Intern**

**MENTORNESS | June 2024 - July 2024**

- Collected and extracted data from 12 sources, ensuring accurate and comprehensive datasets for analysis.
- Created 4 data visualization dashboards that communicated key insights, leading to a 15% improvement in data-driven decision-making.
- Built 3 interactive dashboards analyzing information from various datasets, enhancing business intelligence capabilities.

**Business Development & Sales Intern**

**THEMATIC | Feb 2024 - Mar 2024**

- Identified and onboarded 20 potential content creators for Thematic network, expanding the network by 10% and increasing content diversity.
- Participated in the development of 4 business development strategies, contributing to a 15% increase in outreach efficiency and effectiveness.
- Recommended 5 targeted genres and created 10 personas for Thematic's outreach efforts, boosting engagement with specific audiences by 12%.
- Developed and implemented 3 strategies to enhance Thematic's communication and advertising, increasing brand visibility by 18%.
- Created 8 personas for social media platforms, ensuring messaging resonated with target audiences and leading to a 12% increase in social media engagement.

**EDUCATION**

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**2020 – 2024 | American University of Nigeria, Yola – B.Sc Computer Science**

**LANGUAGES**

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English - Proficiency