MIRANA RAKOTOARIVONY

Analysis spirit, organized, customer awareness

DATA ANALYST

in

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ABOUT ME

Date of birth : 29 January 1999
Nationality : French
Driving Licence
Pessac, Gironde

CERTIFICATIONS

MICROSOFT - DATA ANALYST *In progress*

AT INTERNET - TECHNICAL USER

GOOGLE - DIGITAL MARKETING FUNDAMENTALS

LANGUAGES

FRENCH ●●●●●
ENGLISH ●●●●○
MALAGASY ●●●●●
SPANISH ●●○○○

INTEREST

🎵 Singing   🏠 Travelling

🍴 Cooking

EDUCATION

2020 – 2022   **ÉCOLE SUPÉRIEURE DU DIGITAL Bordeaux**
Master Data Marketing

2019 – 2020   **INSEEC Bordeaux**
Bachelor Marketing & Communication

2017 – 2019   **BORDEAUX UNIVERSITY**
D.U.T Sales & Marketing

WORK EXPERIENCES

Sept 2029 – Today

AT Internet
Apprenticeship - Digital Analytics Consultant

« Product Support » Services, in charge of supporting clients (France and worldwide) in the use of the Web Analytics solution.

- **Technical Support** : Analysing the technical problems encountered by the customer (FR and EN) and internal teams on how to use the solution, identifying solutions and technical recommendations.

- Support for the technical implementation of AT Internet solutions (collection of requirements, tagging plan, testing, setting of reports, Javascript)

- **Data Privacy** : Implementation CNIL exemption, advice on consent management.

January – Aug 2020

Blacksales
Internship - Growth Hacker

6 month internship in the « Data Lead Gen » service of Blacksales.

- Understand the issues, markets, and targets for prospecting clients
- Mastering and programming data collection tools
- Ensure quality control of collected data
- Organise the production schedule
- Monitor new data collection and analysis methods

SKILLS

Data visualisation : Google Data Studio, Tableau, Power BI
TMS : Google Tag Manager, Commanders Act
Analytics : AT Internet, Google Analytics
Languages : Python (Pandas, NumPy, Plotly), Javascript, SQL
Marketing : AB Tasty, MailChimp, Facebook Ads, Google Ads