

Paul Galea

SENIOR DATA ANALYST

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SUMMARY

Passionate, creative, reflective and detail-oriented analyst, seeking a long-term position. Excellent hard and soft skills. Looking to keep learning and deliver innovative, inspiring and impeccable analytics solutions.

EXPERIENCE

Data & Analytics Lead

Samsung Australia, Dec 2022 – Current

Winner of annual ‘Most Valuable Player’ award, 2023

Hands-on leadership to enhance decision-making through the delivery of real-time insights, which are now actively utilised by 82% of the team each day. The insights span marketing, customer, digital and sales. Accomplishing this involved mentoring data analysts, fostering data culture and innovating processes. It also involved leading data consolidation efforts and creating dashboards and models using advanced SQL and Python with BigQuery and Looker.

Marketing Data Analyst

Samsung Australia, Feb 2022 – Dec 2022

Analytics using SQL, Excel and Python on marketing, sales, customer and other data. Emergent champion of Big Data and advanced analytics in a complex business environment.

Marketing Data Analyst

Dymocks, Oct 2020 – Dec 2021

Built robust RFM-inspired loyalty program reporting system with SQL and Excel on customer, sales and marketing data.

Digital Marketing Product Owner

News Corp, News Xtend, Dec 2019 – Sep 2020

End-to-end product ownership of Website product, as well as GA, E-Commerce, SEO, CRO and Live Chat sub-products.

Digital Marketing Campaign Manager

News Corp, News Xtend, Sep 2018 – Dec 2019

Management and analyses of marketing campaigns across many industries and marketing channels (200+ campaigns).

Digital Marketing Specialist

Minerva College, Apr 2017 – Aug 2018

Management of marketing across email, search, social, and display. Website traffic ↑110%, cost per lead \$65 to \$15.

SKILLS

Business Analytics	<div></div>
Data Storytelling	<div></div>
SQL	<div></div>
Python	<div></div>
Excel	<div></div>
Data Visualisation	<div></div>
Analytics Leadership	<div></div>

EDUCATION

Master of Analytics

*University of New South Wales
2020-2023*

Dean’s Award (first place in degree) with High Distinction (x90) and Academic Excellence

Bachelor of Commerce: Marketing

*Macquarie University
2013-2017*

Bachelor of Arts: Media, Culture, and Communications

*Macquarie University
2013-2017*

AWARDS

Annual ‘Most Valuable Player’ award

*Samsung Australia
2023*

Dean’s Award (first place)

*University of New South Wales
2023*

*Annual ‘Most Outstanding Performance’ award and CSIA ‘Team of the Year’ award
News Xtend (News Corp)
2019*