

LISA RUSSELL

Experienced professional seeking a career-defining opportunity with an analytic and IT emphasis

CONTACT

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EDUCATION

Brunel University (Sep 2009 - Graduated Jul 2013)

Undergraduate BSc (Hons) in Financial Computing with Professional Practice

Attained **2:1** in a very exacting discipline, which is very practical and relevant to modern business life.

Programming Project examples

- Final year dissertation project: I produced working software that calculates Value-at-Risk (VaR) using Visual Basic for Applications (VBA), data taken from Thomson Reuters Datastream database
- Programming a loan repayment calculator in VBA
- C++ assignment using the FAME database to estimate P/E ratios by constructing a multiple regression model

Core Modules

Applied Risk & Optimisation for financial planning, Database Systems: Design and Application using MySQL, Graphical User Interface Programming: Theory and applications, Data Networks: Services and Security, Corporate Finance and Investment, Quantitative Methods, Business Statistics and Financial Accounting

Preston Manor High School, Wembley (Sep 2002 - Aug 2009)

- **A-levels:** (BCC) in Business, Politics and Psychology
- **GCSEs:** 10 A-C grades, including English literature (A), English language (B) and Mathematics (B)

KEY SKILLS

- Working knowledge of PC and MS Office packages including Outlook, Excel, PowerPoint and SharePoint
- Strong MS Excel skills: experience in applying pivot tables & VLOOKUP in a work environment
- Working knowledge of SQL
- Adaptable to prioritise workload when under pressure and adhere to strict deadlines whilst maintaining the accuracy of work demanded in a professional environment
- Ability to work collaboratively or independently in a large diverse and customer focused environment
- Keen to master more programming languages and software packages
- Fluent in English and beginner in Mandarin
- Full UK-clean driving license held

INTERESTS & ACTIVITIES

I enjoy playing squash, badminton, table tennis and Tambourelli which I held club web officer, treasurer and vice president positions at university. Walking, gaming, music, watching football. Keeping up to date with advances in technology.

EMPLOYMENT HISTORY

Digital Analyst at Ticketmaster (Resale brands Seatwave & GetMeIn) (Apr 2016 – Present)

- Streamlining and automating reporting by scheduling data imports from Adobe Omniture into internal databases and requesting data feeds from end suppliers such as Hitwise, Similarweb & Google Adwords/DoubleClick
- Writing SQL queries to extract more granular data to use in ad-hoc reports or adding to Tableau as a custom query data source
- Publish reports in Tableau server to make data accessible to team and ensure KPIs can be easily monitored by executive members
- Provide insight into performance of KPIs e.g. creating a market share report in Tableau which monitors competitor website statistics enabling executives to determine the current marketing strategy
- Ongoing training and use of Google Analytics and validating data accuracy by comparing metrics to those in Adobe Omniture

Regional PR Campaigns IT Temp at Cancer Research UK (Contract) (Jan 2016 – Feb 2016)

- Contracted to implement project management processes by creating a SharePoint site and Excel templates for the PR team

Trainee IT Consultant at QA Ltd (Jul 2015 – Oct 2015)

- QA Gateway Program which consisted of 3 months of training from the UK's leading IT training provider in the following areas: Business Analysis, Presentation Skills, Excel, UX Design & Methodologies, JavaScript, HTML5 & CSS3, C#, (exposure to ASP.NET and MVC5)

Sales/Customer Care Administrator at KUB Products Ltd (Jan 2015 – May 2015)

- Processing sales orders from major retailers and stockists using OrderHarmony
- First point of contact for all KUB sales and product queries
- Arranging replacement products/parts to be sent to customers
- Producing invoices and reports required by our retailers in FreeAgent

IT Operations Leader at Infinity Energy Organisation Ltd (Feb 2014 – Dec 2014)

- Roll out 3rd party software across office and network of contractors
- Liaise with software vendors or external technical support teams when necessary
- Offer internal IT support and troubleshooting PC/VOIP/Outlook/MS Office/Network issues
- Training colleagues how to use Excel and PC's more efficiently
- Monitor network drive backups to cloud and external hard drives as well as Outlook archiving
- Streamlining business processes and planning for company expansion

Submissions Officer at Infinity Energy Organisation Ltd (Apr 2013 – Feb 2014)

- Answering high volumes of customer queries via telephone and email
- Maintained a good working relationship with team of external contractors who relied on me to submit their installation paperwork to energy suppliers and Ofgem under the ECO and Green Deal scheme
- First line support for team of contractors, providing energy news updates via email and keeping team informed of changes to paperwork requirements
- High level of teamwork was involved. Covered submission paperwork for colleagues team when out of office

LISA RUSSELL**Business Systems Analyst Intern** at General Electric

(Sep 2011 - Sep 2012)

- IT support for a very diverse and cultural office of 80+ employees covering the EMEA region
- Compiling performance reports using data extracted from multiple sources such as FileMaker, Crystal Reports and Oracle databases, JD Edwards terminals and online portals for senior management & CEO
- Monitoring and improving complex in-house email allocation and reporting systems
- Creating process document guides and presentations
- Successfully provided a full handover to my intern replacement
- Attended QA Ltd training in Excel level 2/3, VBA level 2 and Access Level 2