

JULIET ASANTEWAA SARPONG

Data Science, Analytics & Academic Professional

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SUMMARY OF QUALIFICATIONS

- Results-driven data scientist and analyst with over 4 years of experience exemplified by a proven track record of successfully leading data analysis for high-profile clients including Coca-Cola, Vodafone, Microsoft, P&G, Betway, Ipsos, BICC, Unilever Beiersdorf, resulting in targeted campaigns that drove a 15% increase in conversion rates and cost savings of up to 50%.
- Experienced academic tutor with a strong background in mathematics, data science, and education. Over four years of hands-on tutoring experience, preparing students for exams like the Cambridge Checkpoint, SAT, and GRE. Skilled in simplifying complex concepts for students and providing personalised tutoring strategies that result in excellent academic outcomes.
- **Soft Skills:** Public speaking & presentation, student mentoring & tutoring, event support & coordination, strong interpersonal & teamwork skills, cultural awareness & inclusivity
- **Technical Skills:** Microsoft Office Suite, Python, R, Julia, SQL, BI Tools (Tableau, Looker, Power BI), Git, Cloud Ecosystems, GitHub, Analytics, Google Workspace, Statistical Analysis, Data Visualisation, Machine Learning.

EDUCATION

University of Edinburgh

Present

- **Program:** PhD Statistics
- **Recognition:** Edinburgh Award for Outreach

African Institute for Mathematical Science

- **Program:** Masters in Mathematical Sciences
- **Position:** Class Representative

Kwame Nkrumah University of Science and Technology

- **Program:** Bachelor of Science in Mathematics
- **Academic Standing:** First Class Honors

WORK EXPERIENCES

Tutor | University of Edinburgh

Jan 2025 - Present

- Provide academic support in mathematics and statistics to undergraduate and postgraduate students.
- Develop and deliver engaging tutorial sessions, clarifying complex mathematical concepts.
- Assist students with coursework, exam preparation, and problem-solving strategies.
- Offer feedback and guidance to improve students' analytical and critical thinking skills.

Project Supervisor | Polymorph Labs

Sep 2022 - Apr 2023

- Spearheaded the quality control of an educational application content platform by employing a strategic approach to manage content databases and ensure high-quality content that enhanced critical thinking skills in students across all subjects.
- Implemented an optimised system by leveraging data analytics and machine learning algorithms to

identify weaknesses in students' educational backgrounds and automated performance reports for parents, resulting in a significant 20% improvement in student engagement and comprehension.

- Collaborated directly with the CEO and provided detailed progress updates using data visualisation dashboards, which aided in facilitating efficient decision-making, streamlining the project management process, and resulting in the timely completion of tasks and successful outcomes.

Academic Coach and Tutor

May 2019 - Aug 2022 (Part-Time)

- Provided comprehensive Math, English, and Science tutoring services, specialising in preparing students for the Cambridge Checkpoint, SAT, and local standardised tests (WASSCE/NOVDEC).
- Orchestrated exceptional outcomes, with 85% of my students who undertook the SATs achieving outstanding scores ranging from 740 to 800 significantly heightening their prospects of gaining admission to prestigious institutions such as Tufts, Boston University, and Howard University.

Data Scientist | Maverick Research

Nov 2021 - Aug 2022

- Conducted daily comprehensive data collection and analysis for more than 15 different cities on consumer goods, utilising specific product details, marketplace logistics, sales information, pricing, market stock, and automated data scraping tools, resulting in a 20% increase in data accuracy and completeness.
- Implemented efficient data structuring and cleaning processes, leveraging data manipulation tools, leading to a 15% reduction in data processing time.
- Pioneered the implementation and optimisation of the SQL (Structured Query Language) Server and designed an optimised database schema, resulting in seamless data integration and improved system performance by more than 32%.
- Collaborated closely with major clients, including BIC, Unilever, and Fanmilk on understanding their specific data analysis needs, contributing to a 100% client satisfaction rate.
- Led competitor analysis for a prominent soft drink company by monitoring pricing trends, conducting market surveys, and analysing market share data, leading to a significant increase in sales by more than 25%.

Data Analyst & Media Executive | Carat

Oct 2020 - Nov 2021

- Led data analysis efforts within the media division and developed a robust data collection framework utilising advanced analytics tools, ensuring a 90% accuracy rate.
- Managed a prestigious client portfolio including Biersdorff, Microsoft, Betway, and P&G, delivering tailored media plans that achieved exceptional results and contributed to revenue growth of more than 50%.
- Successfully guided the collection and utilisation of ratings and consumer habits data, leading to the development of more than 25 media template plans by leveraging market research, audience insights, and industry trends, resulting in process automation and a 20% reduction in capital resources for both the company and clients.
- Collaborated closely with the finance department on optimising media plans by employing a data-driven approach to ensure cost savings, resulting in a 30% increase in cost savings for the company while ensuring a 100% client satisfaction rate.

- Contributed to data analysis efforts for high-profile clients including Coca-Cola, Vodafone, Ipsos, and Biersdorf, employing a strategic approach to gather and analyse consumer habits and demographic insights that drove a 15% increase in conversion rates.
- Participated in data-driven strategies using Google Ads and Facebook Ads, involving thorough analysis of campaign performance metrics, A/B testing, and continuous monitoring, leading to improved campaign performance with a 20% boost in click-through rates and cost savings of up to 50% of the general ad budget.
- Collaborated closely with the finance department on bookkeeping, calculating savings, and negotiating discounts, resulting in a significant 10% reduction in overall advertising expenditures.
- Supported the successful development and implementation of more than 3 personalised apps for the company, resulting in optimised marketing and media team operations, streamlined processes, and an increase in overall efficiency by 10%.

VOLUNTEERING EXPERIENCE

- Provided comprehensive Math, English, and Science tutoring services, specializing in preparing students for the Cambridge Checkpoint, SAT, and local standardized tests (WASSCE/NOVDEC).
- Orchestrated exceptional outcomes, with 85% of my students who undertook the SATs achieving outstanding scores ranging from 740 to 800 significantly heightening their prospects of gaining admission to prestigious institutions such as Tufts, Boston University, and Howard University.

- Provided Python and Web Development training to highschool girls under the initiative of Developers in Vogue. Africa(DIV)