



Christine Osazuwa

DATA STRATEGIST

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SUMMARY

Music lover, developer, analyst & marketer with 5 years of management experience across multiple sectors and regions working to bridge the gap between business & tech through innovative, interdisciplinary and cross-departmental collaboration.

EXPERIENCE

DIRECTOR OF DATA & INSIGHTS – GLOBAL MARKETING

WARNER MUSIC GROUP · 2019 – CURRENT

- Oversee marketing data strategy to identify & break global priority artists by using audience, consumption & third-party data sets to create robust systems, benchmarks, metrics & best practices to ensure long term artist growth.
- Creating a marketing analytics ecosystem that covers paid advertising (social & partners like Spotify), organic monitoring (social & web), influencer tracking, robust audience/persona creation, and consumption data to enable 40+ territories to visualize, analyze & assess effectiveness of their marketing strategy.
- Hired & directly supervise an analyst, as well as conduct monthly internal training & development to improve data literacy within our team.
- Co-lead of BAME/POC Employee Resource Group & active member of the Women in Technology group to help advance diversity in the music industry.

HEAD OF DATA ANALYTICS & INSIGHTS

UNIVERSAL MUSIC GROUP SWEDEN · 2018 – 2019

- Using SQL & Python, built an insights portal with 10 self-service dashboards to provide valuable insights to key stakeholders within the Nordics and world-wide.
- Built predictive models to determine life cycle of tracks & albums released to provide guidance to our project managers, finance teams & labels. Enabled marketing team to reduce spend by 40% by identifying opportunity tracks early.
- Worked directly with artists & managers to provide a narrative around their target and prospective fan bases using data from partners such as Spotify & YouTube, in addition to social media and survey data.
- Using Airflow, Python & the Google Cloud Platform, built data pipelines to automate reporting of key data while incorporating various APIs & libraries.
- Provided training & guidance to analysts & data scientists globally within UMG in addition to working collaboratively on global projects that shape daily operations such as developing terminology & classification methodology for artist fan types.
- Supervised a data engineering consultant & served as a mentor to junior analysts.

SKILLS

DATA ANALYTICS/SCIENCE

- Python
- R
- Tableau
- SAS
- Excel
- SQL
- Google Data Studio
- AWS RedShift
- Google BigQuery
- Oracle Database
- SAP Business Objects

DEVELOPMENT/UI DESIGN

- HTML/CSS
- WordPress
- PHP
- Version Control (Git)
- Wireframing
- JavaScript
- Bootstrap
- Photoshop
- Python
- Flask

ENGINEERING & AUTOMATION

- Cloud Composer
- Apache Airflow
- APIs

DIGITAL STRATEGY/UX DESIGN

- Google Analytics
- Google Tag Manager
- SEO
- Salesforce CRM
- Search & Display Ads
- Email Marketing
- User Testing
- Linkfire

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ASSISTANT DIRECTOR OF DIGITAL STRATEGIES

UNIVERSITY OF MARYLAND (UMBC) · 2014 – 2017

- Redeveloped & managed 12+ websites by using user, A/B & multivariate testing, resulting in a 21% increase in applications & 29% increase in inquiries in 2 yrs.
- Created a lead scoring regression model within Salesforce CRM comprised of web/email activity, event history, and demographic info. By targeting qualified leads acceptance rates increased by 14%.
- Correlated multiple marketing platform spend with conversions to identify high performing advertising per website resulting in a 10% decrease in marketing spend while increasing conversions.
- In collaboration with the Mrktg Director managed a \$300K marketing budget.
- Supervised a digital specialist and various graduate & undergrad interns.

PRODUCT & OPERATIONS MANAGER

MISSIONTIX (Live Music Ticketing Start Up) · 2011 – 2014

- Managed daily operations for a \$2M annual revenue event ticketing startup including client onboarding; customer service support; data management; tailoring user experience and developing products for sales & operations.
- Generated reports documenting & projecting site traffic, call volume, sales, net profit and other key performance metrics for a \$2 million annual revenue event ticketing company.
- Identified individual users using cluster analysis for beta testing of a loyalty program for concert tickets. Sales among beta testers increased by 15% with 7% referring the program to friends.
- Created a predictive model for large scale recurring events that was able to predict with 80% accuracy the overall revenue of the event, within \$10K, based on factors such as date, performers, ticket price, location & previous sales.
- Supervised a team of three in addition to external consultants.

DEVELOPER, ANALYST & MARKETER

CONSULTANT · 2014 – CURRENT

- Worked with multiple clients in sectors such as education, finance and startups to manage web analytics, handle budgets and create websites with aggregated total visitors of 650K and marketing ad budgets of \$200K annually.
- Over 2 years, achieved 16% year over year growth in web traffic across all clients & a 26% increase in sales/conversions post marketing & web site optimization.
- Taught quarterly classes at Baltimore tech incubator, Betamore, on web analytics & digital marketing. 8% of class attendees converted to clients.
- Regularly public speaker (and active writer) on topics around technology, music, data and diversity at conferences, on podcasts and more.

QUICK FACTS

- 9+ Years Full Time Work Experience
- 5 Years Full Time Supervisory Experience
- 9 External Classes/Workshops Taught
- 5 External Conference Presentations

EDUCATION

BOOTCAMP, DATA SCIENCE

Betamore · Baltimore, MD, USA · 2016

12 week Python program focused on predictive modeling, NPL, text mining, data visualization, supervised & unsupervised learning. Worked with Pandas, Numpy, Scikit-Learn, Matplotlib, APIs & Git.

MASTERS CERTIFICATE, PREDICTIVE ANALYTICS

UMUC · Adelphi, MD, USA · 2014-15

One-year master's certificate program focused on predictive modeling & business intelligence while using tools such as R, RapidMiner, Tableau & SAS.

MBA, MARKETING

Loyola Uni. · Baltimore, MD, USA · 2012-14

MBA program that included courses in statistics, probability, market research, six sigma/lean principles, operations & project management, consumer behavior & a work-study trip to Santiago, Chile.

BA, MUSIC BUSINESS & JOURNALISM

UMBC · Baltimore, MD, USA · 2007-11

Created my own curriculum for a 60 credit degree proposal including courses in marketing, music business, law, statistics & management.

LANGUAGES

- English (Native)
- Swedish (Intermediate)
- Spanish (Beginner)