

PRINCESS DELADEM DAGADU

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SUMMARY

Data-driven Digital Marketing and Data Science professional with experience in analytics, campaign optimization, and performance reporting. Skilled in Python, SQL, and BI tools to extract insights, improve ROI, and support data-driven decision-making. Currently pursuing a double MSc in Data Science, AI & Digital Business and International Business.

CORE SKILLS

Data & Analytics: Python (Pandas, NumPy, Scikit-learn), SQL, EDA, Statistical Analysis, A/B Testing
Visualization & BI: Tableau, Power BI, Looker Studio, Excel, Dashboard Development
Marketing Analytics: Google Analytics (GA4), SEO/SEM, Google Ads, Conversion Tracking, KPI Reporting
Techniques: Machine Learning (Regression, Clustering), Time Series Forecasting, NLP
Tools: Git, BigQuery, Jupyter Notebooks

PROFESSIONAL EXPERIENCE

Freelance Data Analyst - Today's Travel Agency

Oct 2025 – Present

- Analyzed large datasets using SQL and Python to identify customer segments, increasing campaign ROI by 20%+
- Built interactive dashboards (Tableau/Power BI), reducing reporting time by 40%
- Performed funnel analysis and A/B testing, improving conversion rates by 15–25%
- Developed forecasting models to predict demand trends, improving planning efficiency by 25%
- Automated reporting workflows and data pipelines, reducing manual effort by 40%

Digital Marketing Intern - Insightful Metrics

Mar 2024 – Oct 2024

- Managed digital campaigns and social media, increasing engagement by 40%
- Analyzed campaign performance (CTR, CPC, conversions) and optimized ROI
- Supported email marketing and content creation across multiple channels

Vice President, Marketing - DEGIS Göttingen

Sep 2022 – Feb 2024

- Led social media strategy, increasing engagement by 20%
- Developed and executed campaigns across Instagram and Facebook
- Analyzed performance metrics and optimized communication strategies

Marketing Intern - GIHOC Distilleries Ltd.

Jun 2014 – Aug 2014

- Supported campaign execution and content development
- Conducted market research and contributed to brand awareness initiatives

EDUCATION

Double MSc. Data Science, AI & Digital Business & International Business

GISMA University of Applied Sciences Berlin & Kingston University London
Jan 2025 – Present

MSc. General Management (Grade: 1.89)

PFH Private University of Applied Sciences, Göttingen
Apr 2022 – Oct 2023

BSc. Business Administration (Marketing)

University of Ghana, Legon
Sep 2012 – May 2016

PROJECTS

Predictive Modeling

- Built machine learning models (logistic regression, decision trees)
- Performed feature engineering and model evaluation (accuracy, precision, recall)

Natural Language Processing (NLP)

- Processed and analyzed unstructured text data (e.g., customer feedback, reviews)
- Conducted sentiment analysis and text classification using Python (NLTK, Scikit-learn)

ADDITIONAL INFORMATION

Languages: English (Native), German (B2), French (B2)

Awards: STIBET Scholarship for Extraordinary Social Engagement (2022, 2023)

Volunteering: Student Buddy – PFH Göttingen