

Liam Jameson

London, United Kingdom | Irish Citizen | [LinkedIn](#) | +27 79 604 0375 | [My Email](#) | [liamjameson.site](#)

I grew up in South Africa where I have now obtained my Bachelor of Commerce specialising in Economics and Statistics from the University of Cape Town, and a Postgraduate Diploma in Management in Marketing in November of 2024, complementing my experience with leadership training. I am passionate about creating compelling narratives with data and analytics, utilising my skills in Power BI, SQL and R, to better understand the complexities of new and exciting projects. I look forward to contributing my skills and fresh perspective at my next role.

WORK EXPERIENCE

HANGAR49

Data Analyst

Cape Town

08/23 - 02/24

- Utilised my expertise in launching an internal Metabase reporting tool that decreased turn around on analytics by 30%, enabling clients to receive real-time updates, leading to increased customer satisfaction and enhanced decision making by customer success teams on campaign adjustments.
- Reduced the turnaround time from 3 days to 1 day for sample sales dashboards and data by optimising tools and automating key processes. This enabled the Head of Sales to make quicker, data-driven decisions during sales calls, resulting in 40% faster response times to potential clients.
- Reported directly to the CEO and Head of Sales as well as talking directly to clients to understand their needs and thus developed increased confidence, self-reliance, made crucial decisions, and adapted to new and unexpected challenges.
- Collaborated with the software development team using FlutterFlow to create a no-code/low-code onboarding tool that reduced client onboarding times by an estimated 40%. By streamlining this process we enabled the firm to onboard clients more efficiently and allowed the team to move onto new projects.

Fixico

Intern

Cape Town

04/22

- Optimised Fixico's databases by cleaning and sorting existing and new data using SQL, which increased data accuracy. Collaborated across the business including working with the finance team and the CEO to ensure alignment on data and data management.

VOLUNTEER & TEACHING EXPERIENCE

AmazingTalker

English Teacher to Foreign Students

Cape Town

02/23 - Current

- Adapted communication techniques to teach students from diverse backgrounds which led to a 20% improvement in practice exams and which resulted in higher levels of interview success.

Civics

Volunteer

Cape Town

2018

- Involved in sports programs for underprivileged communities and schools to help teach the kids how to play rugby.
- Helped to clear school grounds in the Cederberg area as part of the Epic experience, helping to improve the overall learning environment for students and teachers alike.

EDUCATION

University of Cape Town

Post Graduate Diploma specialising in Management in Marketing

Cape Town

02/24 - 11/24

- Worked with multiple companies to develop marketing strategies, looking at consumer behaviour, market segmentation and integrated marketing plans to tackle these real world business challenges.

University of Cape Town

Bachelor of Commerce Specialising in Economics and Statistics

Cape Town

02/20 - 11/23

- Graduated with a focus on econometrics, statistical inference and modelling, and operational research techniques.

Bishops Diocesan College

National Senior Certificate

Cape Town

01/14 - 12/18

- Member of the debating, international and history societies.

SKILLS & INTERESTS

Technical Skills: R | MySQL | Microsoft Excel | Data Analysis | CSS & HTML | Looker Studio | Power BI |

Soft Skills: Leadership (Awarded Half Colours for Leadership) | Teamwork | Communication

Interests: Video Games | Squash | Foodie