

FELIX ADEDOKUN

DATA ANALYST

✉ felixadedokun89@gmail.com ☎ +2348144170564 in Felix Adedokun

PROFILE

I'm a result-oriented Data Analyst specializing in Financial and Marketing Analytics, with a strong ability to turn data into actionable insights. Also, I'm experienced in analyzing business performance, optimizing marketing campaigns, and improving financial outcomes in which I'm proficient in using tools like Excel, SQL, Power BI, IBM SPSS and GraphPad Prism.

PROFESSIONAL EXPERIENCE

MARKETING DATA ANALYST & IT SUPPORT SPECIALIST

Apascope Digital Solution Limited - 2026

- Provided technical support to customers by resolving account access issues, including password resets, user authentication problems, and system-related inquiries through backend administrative tools.
- Analyzed customer behavior, service usage, and marketing performance data to identify trends, improve customer engagement, and support data-driven business decisions
- Collaborated with internal teams to troubleshoot platform issues and enhance customer experience
- Worked with customer and backend system data to segment users, identify customer needs, and provide insights that improved marketing strategies and service delivery.

MARKETING AND FINANCIAL DATA ANALYST

Publisher Clearing Agency | 2024 – 2026

- Analyzed revenue and expense data to support decision-making, contributing to a 10–15% improvement in cost efficiency.
- Analyzed marketing campaign data to identify high-performing channels, improving ROI and customer acquisition efficiency.
- Identified cost-saving opportunities and inefficiencies, contributing to improved financial performance.

DATA ANALYST

Freelance Gigs & Short-Term Engagements

- Automated financial reporting processes, reducing reporting time by 40% and improving efficiency.
- Performed financial analysis on revenue trends, expenses, and profit margins to support business decision-making.

RESEARCH ANALYST INTERN

Computational Molecular Biology & Drug Discovery Laboratory | 2023

- Collaborated with medical lab scientists to translate analytical findings into actionable clinical insights.
- Analyzed laboratory test data (e.g., hematology, microbiology, clinical chemistry), improving result accuracy.
- Developed automated reporting templates using Excel/SQL, reducing turnaround time for lab results by 25%.

EDUCATION

Biochemistry, Bachelor of Technology

Ladoke Akintola University of Technology, Oyo State, Nigeria | 2024

SKILLS

TOOLS

Data Wrangling: Power Query, Power Pivot

Data Visualisation: MS Power BI, MS Excel, Google Sheets

Statistical Analysis: IBM SPSS, GraphPad Prism

Programming Languages: SQL, DAX

Collaboration Tools: Microsoft 365, Google Workspace

SOFT SKILLS

- Communication
- Problem Solving
- Time Management
- Teamwork & Collaboration
- Presentation
- Continuous Learning
- Critical Thinking

TECHNICAL SKILLS

- Data Gathering / Collection
- Database Querying
- Data Cleaning
- Data Manipulation
- Data Modelling
- Data Visualisation
- Statistical Analysis
- Data Reporting and Analytics
- Data Storytelling

CERTIFICATIONS

1. What is Data Science? — Coursera
2. Data Analysis: Excel, Power BI & SQL — Hagital Consulting
3. Computer Applications & Office Tools
4. Industrial Biotechnology — Coursera

PROJECTS

POWER BI

SQL

EXCEL