

Cheylea Hopkinson

Specialist in data, project management, and logical problem solving.

Southampton, UK

Contact:

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PROFILE

Data professional with extensive experience in cross-functional communication. Background in devising, implementing, and monitoring business-wide reporting and managing people and projects including complex data migrations. Creates solutions to business-critical problems within process and software. Other experience includes machine learning and algorithm design.

EXPERIENCE

Southampton City Council, Southampton – *Principal Data Analyst*

JUNE 2022 – PRESENT

- Leads the Adult Social Care (ASC) data team. Manages the scoping, design, and delivery of reports for self-serve performance and data quality monitoring for the ASC service for audiences including practitioners, councillors, and directors.
- Department-wide training in SQL, and Power BI model design / report consumption and mentoring colleagues.
- Leads analysts in configuration of data architecture, including delivering a revised ASC data mart from the CareDirector system and formalising development principles for the wider data team.
- Leads delivery of time-constrained statutory data returns

Southampton City Council, Southampton - *Business Analyst*

MARCH 2021 – JUNE 2022

- Delivered data migration project to switch client management systems for staff within Adult Social Care.
- Wrote migration specifications, performed data cleansing, and tested results.
- Designed and documented business processes for the new system by working with project and business stakeholders and consultants.
- Recruited, managed, and trained junior business analysts.

Tando, Bournemouth - *Head of Technology*

DEC 2020 - MARCH 2021

- Became manager of the 5-person tech team as well as existing responsibilities.
- Responsible for the prioritisation of tickets and keeping developers accountable.
- Training junior project managers, giving appraisals and handling recruitment.

Tando, Bournemouth - *Data Analyst and Project Manager*

JUL 2020 - MARCH 2021

- Built all business-wide reporting for stakeholders
- Pitched, designed, and created a data warehouse (Azure) to enhance reporting.
- Collaborated with stakeholders on analysis projects, including customer journey conversion and affiliate marketing trends.
- Led start of the data migration project for the backend loan book software.

ClearLoans, Bournemouth - *Data / BI Analyst*

SEPT 2018 - JUL 2020

- Created all reports using SQL and Power BI alongside analysis projects with Excel (M and DAX) where required.
- Created various Machine Learning models in R and Azure ML Studio including reducing bad debt and bank statement transaction grouping.
- Devised and led restructure of the website journey, which significantly reduced credit file and bank statement costs.
- Created a bank statement analysis algorithm for increasing visibility on customer budget plans to assist with compliance when lending.
- Worked with developers to deliver an automation “task-list” for call centre agents.

Onefeed, Bournemouth - *PPC Account Manager*

JUL 2017 - SEPT 2018

SKILLS

- Self-starter
- Data modelling
- Mathematics
- Data analysis and business intelligence
- Technical to non-technical communication
- Database reading and ETL
- People and project management
- Reporting and presenting
- AI and machine learning
- Hypothesis testing

SOFTWARE

- MS Power BI
- SQL and MS SQL Server
- MS Excel: DAX / M / Power Query
- Python / R
- Azure: DevOps / Data Factory / ML Studio
- Atlassian: Trello / Confluence
- github.com/cheylea

EDUCATION

University of Liverpool - *MSc in Computer Science*

AUG 2021 - PRESENT

- Provisional distinction grade
- Studying, researching, and developing projects in different emerging trends and topics in Computer Science, including database design and Artificial Intelligence using Python

Royal Holloway, University of London -

BSc in Mathematics

SEPT 2013 - JUNE 2017

- Built dexterity in an array of mathematical subjects
- Achieved the Royal Holloway passport award.
- Musical Director for on campus choir as well as regular radio host all involving the participation of charity events.