

Paul Campbell

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📁 Experience

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| Sept 2016
Present | Culture of Insight, Data Analyst & Programmer, London <ul style="list-style-type: none">> Data Consulting : Technical lead on data projects for clients such as Formula 1, PAMCo, Hearst Magazines, News UK, Financial Times, optimising their data analytics and reporting workflows.> Programming : Extensive use of open-source data science programming languages such as R.> Process Automation : Developing scripts to automate data cleaning and joining processes with data from a wide range of sources into machine-readable formats suitable for further analysis.> Web-Application Development : Building interactive dashboards and bespoke data reporting tools for clients to democratise their data insights across the business on a self-serving basis.> Communication : Lots of client face-time and correspondence to ensure deliverables are being met.> Training : Teaching "Master Data with Code" workshops introducing data analysis with R. |
| Sept 2015
Sept 2016 | Colin Campbell Sports Ltd, Logistics & Marketing, Edinburgh <ul style="list-style-type: none">> Incorporation of modernised business software and practices to spearhead expansion> Initiation and design of marketing campaigns utilising digital platforms to broaden customer base> Research and development of targeted sales proposals> Managing website and social media content |
| Oct 2014
Mar 2015 | Royal Bank of Scotland Group, Anti-Money Laundering Associate, Edinburgh <ul style="list-style-type: none">> Worked towards the efficient removal of customers deemed to be money laundering> Ensuring efficient identification of suspicious activities and transactions> Constant collaboration and communication across various departments and subsidiaries RBS> Pro-active recommendation and implementation of process improvements |

🎓 Education

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| 2009-2013 | University of St Andrews, MA (hons) Applied Economics, Second Class (Division II)
<i>Sub-honours modules in Management, Psychology and Sustainable Development</i> |
| 2003-2009 | St Thomas of Aquins High School, Edinburgh, Scotland
<i>SQA Highers : Maths (A), English (A), Chemistry (A), French (A), Physics (B), Modern Studies (C)</i> |

📊 Skills

- > Advanced R programmer with expert knowledge of the tidyverse and shiny packages
- > Data visualisation with ggplot2
- > Web-development using HTML, CSS & Javascript with experience designing front-end user-interfaces
- > Data Engineering and DevOps with Linux cloud servers, SQL Databases and Docker containers
- > Version Control with Git & Github
- > Advanced MS Excel user
- > Experience teaching complex topics to beginners
- > Confident leader of complex projects across disciplines

📄 Public Projects

- > **A Whirlwind Tour of Working with Data in R.** Slides presenting an introduction to R for data analysis from importing through to visualisation and communication
- > **21 Recipes for Mining Twitter Data with rtweet.** Contributed a chapter on visualising intersecting twitter follower sets for Bob Rudis' online-resource.
- > **The Colours of the Electorate.** Web-app that visualises the density of electoral votes for each party in 2017 and 2015 General Elections as well as the EU Referendum.
- > **UK Crime Mapping Tool.** Interface to the UK Police crime database
- > **Culture of Insight Showcase.** Promotional data dashboard to market the capabilities and services offered by Culture of Insight

⚽ Hobbies & Interests

- > **Golf** : University of St Andrews 1st Team player
- > **Football** : Pro-Youth level from ages 11-16
- > **Traveling** : 6 and 3 month trips to SE Asia/Australia and South America post-university
- > **Cooking** : enjoy cooking Thai and Italian cuisine
- > **Music** : avid interest in music of many genres

🗣️ References

Available on request