



# TEA WESTER

## DIGITAL ANALYTICS STUDENT



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<https://www.teawester.se>

### PROFILE

I love digging into data and making it tell a story. I'm especially into the technical side of data analysis, plus finding creative ways to present visualizations.

I spend a lot of time working on side projects and playing around with new tools. Please see my **portfolio linked above** or on my LinkedIn page.

### SKILLS

- Analysis
- Visualization
- GA4 & GTM
- Conversion Optimization
- Digital Marketing
- Power BI
- HTML
- CSS
- Python
- JavaScript & JSON
- SQL & BigQuery

### EDUCATION

#### Elements of AI

Feb 2025

#### Linköping Universitet

- Basics in AI and Machine Learning

#### Digital Analytics Specialist

2024 -  
2026

#### IHM Business School

- Data-driven business
- Technology for digital analysts (HTML & CSS)
- Digital analytics, basic
- Scripting language in digital analysis (JavaScript)
- Digital analysis, measurement plan and business benefit
- Digital analysis, platforms and technology (GA4)
- Tag management (GTM)
- GDPR & Law for Digital Analysts
- Statistics (Excel & Python)
- Digital analysis, conversion and optimization
- Digital analysis, marketing and customer journey (Google Ads, META, SEO)
- Data storytelling & visualization (Looker Studio)
- Data management (SQL & BigQuery)

### WORK EXPERIENCE

#### Business Support & Certification Coordinator

Sep 2022 -  
present  
(study break)

#### Intertek Semko AB

- Consult on dashboard creation and monitoring of dashboards.
- Administrative work in five active databases.
- Responsible for monitoring and follow-up on database activities.
- Creating work instructions and constantly improving processes.
- Independently managed the production and delivery of certificates for 500+ clients, ensuring accuracy and timeliness.

#### Drug Safety Associate

Jun 2018 -  
Nov 2021

#### Swedish Orphan Biovitrum AB

- Conducting queries for reported side effects and adverse events.
- Logged and managed case reports from multiple sources, maintaining data integrity and compliance.
- Establish a working manual for the follow-up process and training staff at the department.
- Logging and extracting case reports from the internal database for reporting to authorities in accordance with regulatory requirements.
- Supporting at audits and inspections.

#### Receptionist & Member Advisor

Sep 2022 -  
Sep 2023

#### Saga Motion

- Creating a welcoming environment as the first point of contact.
- Responsibility for customer support via email and phone calls.
- Processing membership applications and fees.
- Conducting financial transactions.

#### Operation Associate

Sep 2018 -  
Feb 2019

#### Sellpy AB

- Sorting, handling and packaging of gadgets and clothes.
- Precise and effective performance to increase customer satisfaction.
- Training of new employees.

### LANGUAGE

- Swedish
- English