

LISA MMESOMA UDECHUKWU

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PROFESSIONAL SUMMARY

Business Strategy and Operations Data Analyst with experience designing scalable insight systems, automating analytics workflows, and partnering with cross-functional GTM teams to drive data-driven prioritization and operational rigor. Skilled in LLM automation, SQL data modeling, dashboarding, and building structured decision frameworks aligned with business strategy.

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA

December 2024

Master of Science in Business Analytics (STEM)

- Relevant Courses: Data Governance, SQL Databases & Database Management, Artificial Intelligence Ethics and Compliance, Data Modeling

University of Lagos – Lagos, Nigeria

November 2019

Bachelor of Science in Economics: GPA - 3.6

WORK EXPERIENCE

Pinterest – San Francisco, CA

October 2024 – Present

Data Analyst

- Built and deployed 10+ Tableau dashboards to monitor data quality and performance KPIs, improving data transparency and operational reporting speed for Product & GTM leadership by 25%
- Implemented SQL-driven validation checks across 1M+ monthly search queries, ensuring 99% accuracy to support product impact and marketing strategies
- Partnered with cross-functional GTM, Ops, and Product teams to define high-leverage business questions and ensure alignment with strategic metrics and investment priorities
- Built an LLM-driven analytics interface that auto-generates verified SQL, reducing reporting backlog by 60% and accelerating revenue-impact and investment-allocation decisions for business stakeholders

Nike Inc - Memphis, TN

June 2024 – August 2024

Business Operations Analyst Intern

- Performed cost-benefit analysis of inventory movements using SQL and Tableau, identifying business challenges that drove a 20% increase in utilization at Regional Service Centers
- Developed the Reverse STO Playbook, 25+ processes, metrics, dashboards that informed strategic decision-making and improved operational consistency across business units
- Experimented with advanced LLMs (Gemini, Claude, GPT, Nano) to improve analytics automation and forecasting workflows, reducing analysis time and improving insight delivery efficiency
- Applied Lean/Agile improvement frameworks to inventory movement data, identifying inefficiencies and driving **20%** improvement in resource utilization across service centers

Meta – Menlo Park, CA

November 2022 – April 2023

Data Quality Analyst II

- Partnered with ML engineers to embed data quality validation rules into ingestion pipelines, lowering model re-training defects by 20%
- Led a diverse team of five vendors to provide advisory services about compliance to guidelines which helped annotators solve data quality issues, leveraging reporting data in Microsoft word and PowerPoint
- Conducted research and testing across multiple LLM models to evaluate feasibility of automated anomaly detection and policy interpretation for scalable trust-and-safety workflows
- Standardized field naming conventions and canonical mappings across inconsistent sources, increasing metadata reuse and integration efficiency by 45%

Data Techcon – Cypress, CA

January 2020 – November 2022

Marketing Data Analyst

- Analyzed multi-channel campaign data to uncover optimization opportunities, improving conversion by 30% and return on ad spend by 10%
- Built Tableau dashboards and reports to track campaign performance across multiple channels, enabling stakeholders to baseline KPIs and optimize marketing programs, which increased conversion rates by 30%
- Led A/B testing experiments and regression analyses that optimized campaign performance, increasing ROI by 10% and guiding data-driven marketing strategies for senior leadership

- Automated marketing reporting workflows, reducing analytics turnaround times by 15% and improving GTM execution speed

K & K Tax Consulting – Santa Clarita, CA

May 2020 – Nov 2021

Data Analyst

- Leveraged Excel (VLOOKUP, pivot tables, conditional formatting) to automate budgeting workflows and clean financial data, achieving an 80% faster delivery time in real-time reporting
- Automated financial reporting processes using Advanced Excel functions, cutting reporting turnover time by **20%**
- Utilized Excel and PowerPoint to design visually compelling presentations, driving a 20% improvement in data communication efficiency during team meetings
- Developed KPI dashboards in Excel, allowing partners to track client engagement and compliance in real time

SKILLS & INTERESTS

- **Data Engineering & Analytics:** SQL, Python (Pandas, NumPy), R, Spark, Snowflake, AWS Cloud Practitioner, Data Warehousing, ETL Automation
- **Business Intelligence & Visualization:** Tableau, Power BI, Google Data Studio for building self-service dashboards, defining performance metrics, and automating reporting to support GTM execution decisions
- **AI & Automation:** LLM-enabled analytics assistants, RAG pipelines, natural-language-to-SQL systems, automated QA checks, AI-driven anomaly detection prototypes, workflow automation
- **Strategic Ops & Execution:** Business case modeling, forecasting, insights synthesis, stakeholder alignment, operating rhythm support, cross-functional OKR alignment, structured prioritization frameworks
- **Collaboration & Tools:** Confluence, Jira, ServiceNow, Slack, Google Workspace

CERTIFICATIONS

- **Google Data Analytics Certificate**
- **IBM Data Science Orientation**