

# Ken-Okoturo Mofe Raphael

Data Analyst

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Detail-oriented Data Analyst with expertise in managing data pipelines and delivering actionable insights for finance, product, and marketing teams. Proven track record of automating customer retention journeys and optimizing marketing campaigns across channels to improve ROI, engagement, and return on ad spend (ROAS). Adept at collaborating with cross-functional teams and delivering projects across various phases of the data analytics lifecycle.

## Experience

**Paid Media and Data Analyst**

Jul 2025 - Present

PLNT Burger | Maryland, USA (*Remote*)

- Develop and maintain interactive Power BI dashboards consolidating sales and marketing data from first-party and third-party platforms, providing leadership with real-time visibility into channel performance and ROI.
- Engineered automated retention and engagement journeys using SQL for data segmentation and purchase frequency analysis, successfully reducing churn and improving repeat order rates.
- Optimize data-driven marketing campaigns by analyzing conversion metrics and audience insights, resulting in improved engagement and higher return on ad spend (ROAS).

**Data / AI Annotation Specialist**

Aug 2024 - July 2025

Mindrift | Contract (*Remote*)

- Refined Large Language Model (LLM) reasoning capabilities by generating subject-specific prompts targeting cognitive weak points, utilizing structured data formats including JSON, CSV, and XML.
- Enhanced model training quality by executing rigorous test cases to identify reasoning failures, ensuring outputs met strict accuracy, safety, and consistency standards.

**Data Analyst**

Apr 2024 - May 2025

Office of the Delta State Webmaster | Delta, NGA

- Consolidated data from various state Ministries, Departments, and Agencies (MDAs) to support the migration and update of the official government web platform.
- Conducted analysis and profitability ranking of 10 MDAs, providing data-backed recommendations that enabled leadership to optimize budget decisions.
- Implemented data validation protocols to ensure accuracy and consistency across records, significantly enhancing the quality and reliability of public-facing government data.

**Freelance Data Analyst**

Nov 2022 - Sep 2024

CDH Global | Lagos, NGA (*Remote*)

- Performed end-to-end analytics for e-commerce and SaaS clients, tracking digital marketing performance across Google Ads, Email, and SEO channels.
- Deployed 20+ interactive Power BI dashboards, enabling executives to visualize KPIs and make data-driven decisions.
- Conducted A/B test analysis for advertising campaigns and landing pages, resulting in a 30% increase in lead generation.

**Education**

**Bachelor of Science in Computer Engineering**

2023

Obafemi Awolowo University

**Certifications**

**Google Data Analytics Certification**

2024

Coursera

## Projects

Economic Analysis: US vs. UK (*R programming*)

Jun 2024

- Conducted comparative statistical analysis of World Bank datasets to examine key economic indicators including GDP, unemployment rate, and life expectancy.
- Utilized R to identify and visualize significant trends influencing economic performance in both regions. ([link](#))

Twitter Data Control System (*Python*)

Mar 2022 - Nov 2022

- Developed a sentiment analysis model using Machine Learning Algorithm (Naive Bayes and SVM) to classify tweets for potential cyberbullying detection.
- Achieved a 0.76 accuracy score, demonstrating the model’s effectiveness in processing natural language data. ([link](#))

## Technical Skills

**Data Analysis & Manipulation:** SQL, Python, R, Excel, ETL, Data Cleaning, Regression Analysis

**Visualization & BI Tools:** Power BI, Tableau, Google Data Studio

**Machine Learning & AI:** LLM Training/Annotation, Prompt Engineering, Sentiment Analysis, Scikit-learn, NumPy, Pandas.

**Soft Skills:** Stakeholder Management, Problem Solving, Critical Thinking, Communication, Attention to Detail.