

Sebastien Durandeau

Marketing & Data Analyst | Power BI | GTM | iGaming

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Core Keywords

Power BI, Google Tag Manager (GTM), Google Analytics, Marketing KPIs, Campaign Tracking, SQL, Python, iGaming, Stakeholder Reporting, Data Visualization, Digital Marketing Metrics

Achievements

- Built Power BI reports using Salesforce & Google Analytics to merge CRM and web data, delivering real-time marketing insights and eliminating manual exports (Asytec Group).
 - Designed and delivered complete documentation and training materials for Power BI reports, enabling autonomous report usage and seamless handover (Kindred).
 - Developed a fully automated reporting ecosystem with Power BI, centralizing KPIs and enhancing performance tracking across teams (Kindred).
 - Implemented Excel-based reporting systems with automated templates, streamlining reporting processes and improving forecasting reliability (Betclic).
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Skills

Tools & Software: Power BI, SQL (SSMS, DBeaver), Python, VS Code, GitHub Copilot, MS Excel, Google Tag Manager (GTM), Google Analytics

BI & ETL: SSRS, SSAS, SSDT, SSIS, Visual Studio

Languages: English, French, Italian

Experience

Freelance - Data Manager

Malta - June 2024 to Jan 2025

- Designed automated Power BI reports from scratch, connecting SQL, web, and CRM data sources for actionable marketing analysis.
- Implemented GTM strategy for website tracking in collaboration with marketing and dev teams.

Kindred Group - Data & Reporting Manager

Malta - Aug 2022 to May 2024

- Delivered enhanced Power BI dashboards aligned with marketing and customer service strategy.
- Acted as Product Owner to centralize and automate marketing and operational reports.

Kindred Group - Real-time & Planning Analyst

Malta - Aug 2019 to July 2022

- Managed 40K+ daily rows across multiple markets.
- Built automated dashboards to improve operational performance and marketing visibility.

Betclic Group - Real-time Analyst & Scheduler

Malta - Nov 2014 to July 2019

- Created tools using Salesforce and Excel for workforce scheduling and marketing performance.
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Education

Master's degree, International Fair Trade

University of Toulon – 2011

Master's degree, International Business & Management

ESIAE Hyères - 1997

Certifications

- Data Analytics for Business Professionals (Nov 2024)
- Starting with Tableau (Nov 2024)
- Learning Power BI Desktop (Jan 2023)
- Excel BI: Power Query & Data Modeling (Jan 2021)

Interests

Cooking - Reading - DIY - Mountain Activities

Self-Managed Learning**Continuous Training in Data Analytics**

Since June 2024, I've been enhancing my skills in Power BI, SQL, Python, and AI through hands-on projects and courses, staying aligned with the latest marketing analytics trends.