Dena Wilson

Technology Pioneer –Data & Business Analytics

Interests: Music Production, Ice Skating and Gaming

Dena's passion for data emerged from her experience in social media and marketing, where she was intrigued by the underlying data sources that fueled business intelligence insights. Her curiosity led her to pursue an internship at a sustainable cloud hosting company, where she gained exposure to backend technology, collaborating with stakeholders across various roles, from graphic designers to CTOs.

Dena's academic journey has been enhanced by practical data skill application. She has successfully integrated data analysis into her university neuroscience research, utilising data collection software to investigate social media's influence on attentional control. Beyond academia, self-directed study of SQL has enabled her to develop strong relational database creation skills, demonstrating her ability to bridge the gap between theoretical knowledge and real-world implementation.

Work Experience / Personal Projects

ILA Generation | Sales Executive | 2022
Dena's work at ILA Generation demonstrates her ability to leverage insights to drive business growth and contribute to social impact initiatives. This was achieved utilising softwares like Salesforce, Excel and Qualtrics

The Positive Internet Company | Sales and Marketing Intern | 2021
Dena gained valuable experience in the tech industry while working at a sustainable cloud hosting company. Her responsibilities included sales, marketing, and client onboarding. She demonstrated technical expertise through management of hardware migration projects and her innovative use of 3D augmented reality for marketing campaigns

Final Year Project | Investigating Short-form Content's Effect on Attentional Control | 2024
Dena's final year project aimed to combine tech industry marketing experience with behavioural insight skills gained during her bachelors. Her project focused on Social media's effects on attentional control. Using Qualtrics and SPSS, she collected and analysed quantitative data to gain insights into the long-term effects of short-form content consumption.

Education

Rockborne Data Bootcamp | 2024
Training in Excel, SQL and Tableau
The University of Westminster | 2020-2024
Bsc Cognitive and Clinical Neuroscience

Albany Beck Training

Programme Overview

SDLC, Cloud Computing – AWS Fundamentals, Linux Essentials, Git Basics, JIRA, Confluence, Business Analysis Practice, Requirements Engineering, Modelling Business Processes, Core Data Concepts, SQL, SQL Vs NoSQL, Normalisation, Data Modelling, OLTP & OLAP, Excel - Statistics, Visualisation, What If Analysis   BI Tools Basics, Core Python