

Ethel Karskens, Senior Data and Digital Consultant

Overview of Expertise

Ethel has extensive experience with data and product strategy, analytics, and reporting. She has worked on complex data projects and innovative digital products, combining technical expertise (product analytics, ETL, advanced analytics, data visualisation, etc.) and strategic thinking. She worked with large organisations as well as fast-paced start-ups, delivering and implementing data-driven solutions for the organisations and with the organisations. She also gives data analytics training of SQL and Tableau.

Qualifications & Training

- Bachelor and Master of Sciences in Applied Economics, Solvay Brussels School of Economics (Brussels, Belgium)
- Data Science, General Assembly (Sydney, Australia)
- Outcomes Based Funding, UTS Open
- Humanitarian response to conflict and disaster, Harvardx
- Designing and running randomizing evaluations, MITx

Project Experience

Data Strategy and Roadmap

- Designed the data roadmap for multiple data projects and start-ups to allow clear phases of implementation in accordance with the organisations' strategy and resources.

Advanced Data Analytics:

- Developed advanced SQL queries for complex data projects and data science modelling to detect financial frauds or learn from user's behaviours on digital platforms.
- Developed advanced Python script for extracting, wrangling, analysing and visualising data.
- Leveraged Python to develop Natural Language Processing and Network Analysis scripts.

Dashboard reporting

- Created dashboards in Power BI, Tableau and Google Studio to inform stakeholders and deliver insights to the organisations.

Data Training

- Trained data and non-data professionals to build the data capabilities of organisations, especially in data analytics, product analytics and data visualisation.

Product management

- Develop and prioritise the product roadmap of digital products based on business requirements and resources, including data-driven approaches to assess the prioritisation of the features.

Positions held

Aug 2021 – Present	Senior Data and Digital Consultant, CH
Jun 2021 – Present	Lead Instructor (Data Analytics), General Assembly
Sep 2020 – Aug 2021	Data lead, Blak Impact
Oct 2019 – Aug 2020	Product and data manager, Block8
Oct 2018 – Oct 2019	Head of Product and Data, Catalyser
Jan 2019 – Present	Founder and Director, Civita
Oct 2017 – Oct 2018	Senior Consultant in Forensics Analytics, PWC
Oct 2016 – Apr 2017	Data Coordinator, Microsoft Innovation Centre
Oct 2015 – May 2019	Founder and Researcher, WW

Academic Publications

- [“The Effect of Ambient Environmental Conditions on COVID-19 Mortality: A Systematic Review”](#), by [Karla Romero Starke, René Mauer, Ethel Karskens, Anna Pretzsch, David Reissig, Albert Nienhaus, Anna Lene Seidler and Andreas Seidler](#), [International journal of Environmental Research and Public Health](#), June 2021.