

Natasha Beresford

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PROFILE

Data Operations Analyst with a background in customer success, combining strong business understanding with a growing technical skillset. My current role focuses on data quality, reporting and operational analysis, while I'm building my technical skills in Python, SQL and Power BI through practical projects. Naturally curious and methodical, I enjoy solving problems and turning complex information into practical, useful insights.

Portfolio

<https://natberesford.com/>

Education

The Open University

Certificate of Higher Education
Open | 2026

Codecademy

Introduction To Ethical Hacking |
2025

Introduction to Cybersecurity |
2025

Gainsight

Customer Success Operations
Certified | 2024

Tools

Technical:

Python · Pandas · SQL · Power BI ·
Tableau · Excel · Google Sheets

Data & Analytics:

Data Analysis · Data Cleaning ·
Data Quality · Reporting · Data
Visualisation

Business & Operations:

HubSpot · CRM Management ·
Process Improvement ·
Stakeholder Management

WORK EXPERIENCE

The Alliance | Remote | November 2025 - Present

Overview: Supporting business operations by helping improve data quality, documentation, and reporting that's easy to use and scalable.

Data Operations Analyst | November 2025 - Present

- Worked cross-functionally to identify where analysis could support quarterly business goals.
- Built quarterly reporting for senior stakeholders, aligning reports with CRM dashboards to provide consistent visibility of high-impact areas.
- Reviewed API data against software-generated reporting to validate data reliability and suitability for reporting.

General Assembly | Remote | September 2025 - November 2025

Data Analytics Trainee | September 2025 - November 2025

Overview: During this three-month intensive bootcamp, I gained hands-on experience with SQL, Python, Excel, Tableau and Power BI, using these tools to clean, transform, explore and analyse complex datasets.

The Alliance | Remote | January 2022 - August 2025

Overview: Managed client relationships across onboarding, retention and account growth.

Senior Client Success Account Manager | June 2024 - August 2025

Role: Improved operational processes and client handovers in collaboration with Sales, while identifying account growth opportunities and delivering training for new team members.

Client Success Account Manager | August 2022 - June 2024

Role: Managed client onboarding and post-sale transitions, conducted business reviews, and delivered targeted campaigns to support retention and reduce churn.

Customer Success Manager | January 2022 - August 2022

Role: Supported membership dashboards, retention campaigns and client onboarding, helping improve engagement and reduce churn.

Astrum Accountants | November 2019 - January 2022

Account Manager

Role: Managed accounting services for larger clients, analysing financial statements, producing ad hoc reports and recommending process improvements. Coordinated year-end procedures with clients, colleagues and external auditors to support accurate and timely reporting.