



WILLIAM
MILIC

ALTERNANCE DATA
ANALYST – DATA QUALITY &
REPORTING

PROFILE

Web, automation and data-oriented profile with hands-on experience building digital tools, automating workflows and improving operational processes. Currently completing a Master's Degree in Data Marketing, with a focus on data analysis, reporting and data-driven decision-making. Through projects such as Sant'active, an open data health observatory built with Python and interactive visualizations, I combine technical execution, analytical thinking and a pragmatic approach to business problems.

CONTACT

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📍 Paris

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LANGUAGES

- English (Professional)
- French (Fluent)

EDUCATION

Master's Degree – Data
Marketing (Ongoing)

École Supérieure du Digital
(ESD) | 2025 – 2026

Bachelor's Degree – Digital Project
Management / Webmaster

École Supérieure du Digital
(ESD) | 2022 – 2025

WORK EXPERIENCE

Swim Stars – Webmaster & Automation Specialist

Paris, France | May 2024 – Present

- Design, maintenance and optimization of multiple WordPress websites
- Debugging and fixing technical issues (plugins, forms, performance, integrations)
- Building and maintaining automations using Make, n8n, webhooks and APIs
- Worked as a transversal role between marketing, operations, franchisees and tech partners
- Identified and fixed technical issues affecting forms, integrations, performance and data reliability
- Set up and monitored tracking systems for local pages, campaigns and new franchise openings

Data & Personal Projects – Python, Reporting & Automation

- Built Sant'active, an open data health observatory using Python, pandas, Streamlit and interactive visualizations
- Collected, cleaned and structured public datasets to create indicators, scores and dashboards
- Designed reporting workflows and data visualizations to support analysis and decision-making
- Built automation workflows connecting forms, CRM tools, notifications and data synchronization
- Worked on data consistency, process reliability and long-term maintainability

RELEVANT PROJECTS

Sant'active – Open Data Health Observatory

- Built an interactive data application (Python, Streamlit)
- Collected, cleaned and structured public datasets
- Created indicators, scoring logic and visualizations

Internal Dashboard Redesign – Swim Stars

- Redesigned and improved an internal dashboard (Plesk)
- Helped centralize useful data to support daily monitoring and decision-making

TECHNICAL SKILLS

Data & Analysis

- Python, SQL
- Excel, Google Sheets
- Data cleaning, reporting, dashboards
- Data visualization: Streamlit, Plotly, Looker Studio, Power BI
- APIs, JSON, CSV exports

Web & Technical

- WordPress, Elementor, Webflow
- HTML, CSS, JavaScript, PHP
- Git, GA4, Search Console

Automation & Tools

- Make, Zapier, n8n
- Webhooks, CRM tools, SaaS tools
- Workflow automation and data synchronization

SOFT SKILLS

- Autonomous and solution-oriented
- Strong analytical mindset
- Comfortable bridging technical and business needs
- Reliable in production environments