Moly Leelatham

https://www.linkedin.com/in/moly-leelatham/

Education

University of Bristol | Economics and Management BSc — SEP 2023- JUNE 2025, Bristol, UK
Received 2:1 | Double Degree Program with Chulalongkorn University.
Chulalongkorn University | Economics BA — AUG 2021-JUNE 2025, Bangkok, TH

Experience

CLARK Group |Marketing Data Analyst — JUN 2024-PRESENT, UK
CLARK Group is an Insurtech company, Trading as TOM & Polly in the UK
Driving commercial growth, sales enablement, product development and senior leadership decision making through analytics across the UK, Switzerland and Germany.

- Applied customer data enrichment and audience segmentation to optimise paid channel algorithms across Google and Meta, improving targeting signal quality and driving measurable uplift in acquisition performance.
- Built quantitative models in Python and R, including structural break analysis (PELT algorithm) to detect operational anomalies, enabling faster root cause identification and more accurate performance reporting.
- Led cross-functional digital analytics projects within an agile delivery framework, collaborating with Product, BI, and Data teams to define measurement requirements, build shared data infrastructure, and deliver scalable analytics capabilities to support future product development.
- Supported strategic initiatives, including market entry analysis for horizontal growth, conducting competitor research, market sizing, and financial modelling to assess opportunity viability.
- Worked with Product, Sales, BI, and Data teams to enable data-driven product development, cutting user drop-off rates by 50% and improving tracking accuracy by 50% through better attribution and data pipeline quality.

London Stock Exchange Group | Internship

- Gained commercial and product exposure to LSEG's data and markets infrastructure, including the strategic Databricks partnership and how enterprise institutions define data architecture requirements to support AI and analytics at scale.

Rimes | Product Development Internship

- Built and deployed internal AI Agents using Palantir AIP Foundry, designing end-to-end pipelines with data ontology to automate workflows across business functions; conducted UAT and iterative QA cycles to validate agent behaviour against defined business intent, troubleshooting pipeline issues and refining prompts to align outputs with operational standards.
- Supported product delivery for internal pricing and workflow systems, creating process documentation and user guides to drive adoption across cross-functional teams; translated technical requirements from stakeholders into actionable development tasks and communicated rollout progress to non-technical business owners.

180 Degrees Consulting Bristol | President — MAY 2024-JUN 2025, Bristol, UK

- Oversaw all functions and operations between various stakeholders, achieving a 100% client satisfaction rate. Led 3 cycles, received over 300 applications, and 29 projects and mobilised 133 consultants.

Sky Sense | Marketing and Sales Analyst Intern — FEB 2023-JUNE 2023

- Conducted market, competitor, and benchmarking analysis across the AI and drone sectors to identify trends, whitespace opportunities, and product positioning insights.
- Developed and executed B2B go-to-market strategies that increased brand visibility and acquired new clients.

MFC Asset Management | Investment Analyst Intern — FEB 2021-APRIL 2021, Bangkok, TH

- Utilised Excel and Bloomberg Terminal to comprehensively analyse domestic indexes, incorporating market trends, economic data, and policy changes to offer investment recommendations. Performed DCF and year-over-year cash flow projections to inform industry outlooks.

Projects

How does investor sentiment affect financial markets? | Data Science Project | University of Bristol — DEC 2024
Link to project: https://molyleelatham.github.io/
Developed a sentiment analysis website using Python, leveraging APIS and Machine Learning to track and analyse market sentiment around equity options. Utilised HTML, CSS, and Java to execute real-time sentiment data, providing actionable insights on market trends.

Skills & Certifications

Languages: English (Native), Thai (Native),
Programming Languages: R, Stata, Java, HTML, CSS, Python, VBA (Excel Macros), SQL