

Analyst with 2+ years experience

EXPERIENCE

PUBLICIS GROUPE, Moscow**2017 – present**

The world's third largest communications group. Known for its best marketing tools, digital and consulting expertise, high-quality client's digital support.

Analyst, Analytics & Insights

- Audience segmentation: Data-driven audience's interests analysis and further segmentation. Big Data processing assisted by Data, Tech and Innovation Division and Business Intelligence Division. (Patterns and clusters determination).
- Cooperation with clients: brands include, for example, Coca-Cola, Samsung, Nestle, Procter&Gamble, McDonald's, Audi, Eldorado, Lenovo, Beko, L'Oreal etc.
- Development of digital strategies: Strategy planning. Assistance in strategy development and basic planning frameworks design for clients.
- Creation of recommendations: basic recommendation on communication channels efficiency based on benchmarks. Adhoc research.
- Development and realization of the data analysis strategy based on retailer's data / open sources digital tools along with creative & media teams.
- Monthly commercial report for P&G: Analysis of the current situation of e-commerce retailers on the Russian market focusing on the client's key categories.

TRUST, Moscow**2015 – 2016**

It is a full-service bank which accepts deposits, makes loans and provides other services.

Specialist, Group of controlling bank operations

- Automation of document processing & systematization of bank reporting;
- Analysis of current bank accounts, analysis of errors, reporting;
- Preparation of the necessary accounting documents for submission to top management;
- Execution of the procedure for checking and closing the business day at the head office and branches & interaction with the divisions of the head office;
- Follow-up control of operations of the head office & Support of credit agreements of legal entities.

EDUCATION

HIGHER SCHOOL OF ECONOMICS

Moscow

Business informatics – Faculty of Business and Management**2013 - 2017**

- Business and innovation in IT (10 of 10) & Financial management (8 of 10)
- Innovation and business in the field of information technology (8 of 10)
- Analysis and improvement of business processes (10 of 10)

ADDITIONAL INFORMATION

Technical Expertise: Advanced PC user (Microsoft Office: Excel, Point, Word, Access, Publisher), Photoshop, ARIS, IQBuzz, YouScan, M'Index, SimilarWeb Pro, Tableau Software, Datawrapper, Infogram, Gephi, GlobalWebIndex, Google Analytics, Comscore etc.

Professional Credentials:

- Certificate in Presentation skills at Bonny& Slide, 2018
- Certificate in Galileo: advanced level at TNS, 2019
- Certificate in Marketing at IE Business School & Coursera, 2019

Awards

- Winner «Budget Apps 2018» (the best data-journalism project & publication on Minfin site)
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- Semi-finalist «Unilever Future Leaders' League 2018»

Other skills

- Volunteer of project "Kodabra" for children (education of children from 6 to 10 years old, the base of programming, animation), 2015-2016
- Mentor in Summer school of Changellenge. I helped team to understand his client want and get an advice about presentation and protection, 2016
- Project with HSE and Technopolis GS "Development of the concept of a smart city model based on Technopolis GS in Gusev, Kaliningrad region", 2016
- Course «Introduction to Neuroeconomics: How the Brain Makes Decisions» at HSE&Coursera by V. Klucharev, 2018
- VI International school for young scientists «Active and passive methods of brain research» at HSE by V.Klucharev, E.Blagovechtchenski, 2019