

Anna Ivahnenko

Driven professional with a strong analytical background. Looking to leverage my data storytelling and problem-solving skills to build upon my 5+ years of experience in data science by transitioning to research and journalism

073 9382 1784
anna.ivahk@gmail.com
London, SE
Linkedin

EXPERIENCE

Data Scientist — Assembly, Stagwell London | Oct 2020 - Sep 2023

Worked with a global client base, addressing diverse data challenges:

- Conducted **Causal Impact & AB testing** using **R** and **Python** analysis
- Optimised results in **diminishing returns analysis** by implementing **dynamic time-warping in Python**
- Applied custom **R ensemble method** package for demand forecasting
- Collaborated on Marketing Mixed Models using the **Python Robyn** library - providing Adstock and channel importance
- Automated client-specific **Big Query** reporting and **website flow analysis**
- Led **data cleaning** and **feature engineering** for forecasting and MMM projects using **SQL** and **R**

Research Scientist — GTB, WPP London | Mar 2019 - Sep 2019

As a part of the Marketing Analytics team, analysed the Ford EU website **clickstream**, **sales**, and **media budget** data:

- Applied advanced neural networks for **user behaviour analysis**, forecast of key sites and visitor **segmentation**, **media campaigns analysis**, and optimization of **customer journey funnel** for multiple markets
- Established an **ETL** process for merging, transforming and processing big data to score as well as compare **omni-channel** campaigns
- Collaborated with **multiple marketing teams** to set KPIs against client feedback interpreting **client specifications** and providing feedback
- **Trained** new data analysts on tools, technologies, and presentations

Data Analyst — GTB, WPP London | Sep 2016 - Sep 2018

Worked on Ford's media budget, website clickstream data and reported sales analysis. I used **SQL**, **Python**, **Adobe Analytics**, **Tableau**, and **Excel** to:

- Implemented advanced machine learning methods for **long-term forecasting** of key site actions
- Working in a team to build an **attribution model** that links media channels, markets and visitor actions to improve performance
- Provide insight into **visitor journeys**, producing insights for campaigns and **site optimisation**
- Produced and presented **deep dive post-campaign analytics**, quarterly and weekly **business reviews**, aiding clients in future **campaign planning**

Skills

Time Series Forecasting
Segmentation & Clusterisation
Optimization & Attribution
Data Analysis
Data Visualisation
Reporting

Languages

Python, R, SQL, SAS,
HTML, CSS, JS

Machine Learning

Pandas, Sklearn, SciPy, MLflow,
SPSS, Dplyr, GGplot2, Keras,
Robyn, NLP

Tools

Git (CI/CD), Visual Studio, D3,
Tableau, Google Looker Studio,
Power BI, Excel, Databricks, GCP

Certificates

LinkedIn Learning:

Advanced Python Programming
R Statistics Training
D3.js Training for DS
Advanced SQL for Data Science
Applied ML Feature Engineering
UX Accessibility Foundations
Interactive Tableau Dashboards
Git Training
Hidden Value of Open Data

MIT OpenCourseWare:

Linear Algebra by Gilbert Strang

EDUCATION

M.Sc. Data Science — University of Edinburgh

2019 – 2020 | Graduated with Merit

Modules: **Machine Learning and Pattern Recognition**, Cloud Computing, **Data Mining and Exploration**, **Text Technologies**, Reinforcement Learning, **Data Visualisation**, SAS for Financial Analysis and Bioinformatics

B.Sc. Maths and Computer Science — University of Stirling

2012 – 2016 | Graduated in with 2:1 degree

PROJECTS

Twitter Sentiment Analysis Project — Team Project | 2020

- Leveraged the **Twitter API** to gather keyword-specific data for a climate change **sentiment analysis** and **visualisation** assignment
- Conducted a comprehensive one-week preliminary data analysis
- **Visualised** and communicated findings using **D3**, **Tableau**, and **Plotly**

Hospital Capacity Forecasting — Dissertation | 2020

- Optimised Royal Infirmary of Edinburgh ward transitions through advanced **ML forecasting**
- Developed a high-accuracy **prediction visualisation** tool (97%) for proactive hospital **planning**
- Conducted a thorough **comparison of advanced deep learning forecasting methods** for reproducibility

Recipe Finder Website — Team Project | 2020

- Led a **dynamic team** of six in the creation of a website recommending recipes based on available ingredients
- Integrated diverse skills, including **web scraping**, **text processing**, **machine learning**, and **web development**

Spread of Infectious Diseases — Dissertation | 2016

- **Modelled dynamics** of 'susceptible,' 'infected,' and 'recovered' individuals during infectious outbreaks
- **Identified critical factors** influencing disease propagation patterns
- Implemented the SIRS model in **Python**, documented using LaTeX, and delivered a compelling presentation to university associates

Research into Vaccine Scares — Project | 2016

- Conducted a thorough vaccine efficiency **modelling methods comparison**
- Determined vaccination requirements to effectively curb disease spread
- Completed the project within three weeks, **presenting detailed results** in a **comprehensive report**

Achievements

UK Mathematical Contest in Modelling at Stirling University

Achieved a distinction in problem modelling and writing a paper, working in a team

Army Leadership in Practice Course Developing leadership, followership, planning, time management, effective communication and positive personal impact skills

University Army Officer Training Corps

I accomplished a MOD Alpha. During 9 months my leadership, teamwork, discipline, organisation, critical analysis, communication, and coordination skills were tested and improved.

Erasmus Study Abroad

Studied for six months in Italy, learning to adapt to various new assessment styles. Having to take personal responsibilities, communicate and build relationships.

Interests

Hiking
Open data projects
Cycling
Photography
Climbing