Anastasiya Kotelnikova

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Professional Summary

Motivated MS Data Science student at NJIT with expertise in Python, R, SQL, and machine learning. Skilled in ETL processes, scalable data pipeline construction, and large dataset cleaning for analysis and integration. Experienced in predictive modeling, data analytics, and utilizing big data tools such as AWS S3 and Apache Airflow to deliver actionable insights. Seeking an entry-level Data Engineer role in Manhattan or Central NJ to contribute to scalable, data-driven solutions.

Technical Skills

- **Programming**: Python, R, SQL.
- **Data Engineering**: ETL pipelines, data integration, data migration, data warehousing.
- **Big Data Tools**: AWS S3, Azure Data Lake, Apache Airflow.
- **Data Analysis**: Machine learning, statistical modeling, feature engineering, predictive analytics.
- **Visualization**: Tableau, Power BI, Excel.
- **Web Analytics**: Google Analytics, SEMrush, SEO optimization, A/B testing.
- **Soft Skills**: Communication, collaboration, problem-solving, attention to detail.

Education

NJIT Ying Wu College of Computing
M.S. Data Science (In Progress)
Expected Graduation: May 2026

- Focus areas: Machine learning, big data technologies, ETL, data pipelines, and data engineering.
- Relevant coursework: Machine Learning, Data Analytics with R, Applied Statistics, Deep Learning, Big Data, and ETL for Data Engineering.

Montclair State University
B.S. Business Administration and Management
January 2007 – January 2011

- Strong foundation in business principles and data-driven decision-making.

Work Experience

AppNova Technologies, Princeton, NJ
Digital Marketing Specialist
March 2016 – November 2024

- Managed SEO strategies, improving search rankings and driving organic traffic using tools like Google Analytics and SEMrush.
- Utilized SQL for campaign performance reporting and optimization.
- Created and managed content strategies for social media, enhancing brand visibility.

Maximus, New York, NY
Enrollment Specialist
January 2015 – December 2015

- Assisted clients with enrollment processes, ensuring data accuracy and compliance through CRM systems.
- Verified eligibility and performed data validation while maintaining accurate records.
- Delivered exceptional service by resolving enrollment-related inquiries and issues.

LogistiCare, Edison, NJ
Quality Assurance Specialist
April 2009 – January 2015

- Conducted audits to ensure compliance with data standards and company policies.
- Monitored performance metrics using SQL, leading to operational efficiency improvements.
- Created quality assurance reports and implemented data-driven recommendations to optimize processes.

Projects

House Prices Advanced Regression Techniques Project

- Developed a regression model in R for real estate pricing predictions.
- Improved model accuracy through feature engineering and data preprocessing, achieving RMSE: 0.13 and R-squared: 0.838 on the validation set.

Equity Portfolio Management Project

- Designed a portfolio optimization model in R to aid financial institutions in risk assessment and investment decision-making.
- Utilized statistical modeling for risk analysis, return maximization, and financial data visualization.

COVID Case Trends Project

- Analyzed and forecasted COVID-19 trends using Python-based machine learning techniques.
- Enhanced predictive accuracy through ARIMA modeling and seasonal decomposition.
- Delivered actionable insights for public health policies through data cleaning, feature extraction, and evaluation.