Andriy Babiy

+353 86 3099 721 | me@andriybabiy.com
https://www.linkedin.com/in/andriy-babiy
https://github.com/AndriyBabiy

TECH SKILLS

JAVASCRIPT | SQL | PYTHON | REACT | REDUX | NODE.JS | HTML | CSS

PROJECTS

2-Page - Landing Page - *https://andriybabiy.github.io/Web-Studio_2-Page-Website/index.html*
- HTML and CSS
- Developed to build skills and experience in core frontend languages.

Churn Classification of Customers - https://github.com/AndriyBabiy/goit_mlf_final_project
- Conducted EDA and Performed Transformations of an anonymized dataset for Telecommunications Company.
- Using XGBoost Classification I managed to effectively classify 87% of the churning customers.

EDUCATION

2023 - 2025	**GoIT Neoversity, Woolf** • Master of Science in Computer Science • Core stream: Software Engineering with elective modules in Data Science and Machine Learning • JavaScript, React, Typescript, Python, SQL, Node.js
2015 - 2020	**Trinity College Dublin** • *B.S.* in Business and Economics majoring in Entrepreneurship, Marketing and Management • Grade: First Class Honors (I.I)

EXPERIENCE

March 2024 – July 2024	**Welltech** *Marketing Data Analyst* • Using SQL and Tableau, I worked on conducting EDA analysis and creating dashboards that were then used in the daily activities of the SMM team and the TikTok marketing teams. • I worked with the Facebook and Instagram Graph APIs, GitLab and the Data Engineering team to set up scripts that automated data processes for data tables in Tableau.	**Warsaw, Hybrid**
December 2021 – July 2023	**Atlas Primer** *Chief Marketing Officer* • Using data and A/B testing I redesigned and developed the new landing page via WIX. • I implemented an in-app events system that facilitated real-time user interaction monitoring, which improved week 1 retention by 4x in top cohorts. • I built a daily performance dashboards in Amplitude and Google Analytics 4 which identified areas of user drop-off and eliminated bugs within the app, increasing user weekly engagement by 200%.	**Dublin, Remote**
July 2020 – December 2021	**2K Games** *Performance Marketing Analyst* • Conducted tracking, management, and reporting of paid and user acquisition for AAA titles like NBA 2K21. • I monitored and updated the daily data pipelines for the marketing dashboards. I was also part of the team that designed and introduced a new naming convention tool. • I conducted SQL analyses to outline specific email campaigns that influenced open rates and user conversion, providing key insights to refine CRM marketing strategies and audience identification.	**Dublin**

PROFESSIONAL DEVELOPMENT & CERTIFICATION

2023	**Google Data Analytics Certificate,** Coursera
2022	**Foundations of Data Science,** BerkeleyX