

Andriy Babiy

+353 86 309 9721 | 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

Foodies – Full-stack - group project - <https://github.com/AndriyBabiy/foodies-fe>

- Node.js, Express, React, Redux, PostgreSQL
- Worked as part of a team in developing front-end and back-end components of a recipe full-stack web app.

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 - 2026	GoIT Neoversity, Woolf <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• B.S. in Business and Economics majoring in Entrepreneurship, Marketing and Management• Grade: First Class Honors (I.I)

EXPERIENCE

March 2024 – July 2024	Welltech <i>Marketing Data Analyst</i> <ul style="list-style-type: none">• 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 <i>Chief Marketing Officer</i> <ul style="list-style-type: none">• 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 <i>Performance Marketing Analyst</i> <ul style="list-style-type: none">• 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