

# Artem Ilin

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## EXPERIENCE:

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### Yandex Go – ridetech super-app

*Feb 2025 – Current*

*B2B Analyst*

*Moscow, Russia*

- Driving business growth at B2B by leveraging data, and strategy, optimizing product performance, scale partnerships, and shape the future of ride-tech in a super-app ecosystem.

### T-Bank (Tinkoff) – CIS's leading digital bank

*Apr 2024 – Feb 2025*

*Credit Cards Product Analyst – Active Clients & Retention*

*Moscow, Russia*

- Strategy: defining OKRs/KPIs, roadmaps; adjusting to the regulatory environment; competitor analysis and user research: quantitative, qualitative, CSAT; optimizing conversion funnels.
- Analytics: A/B tests, NPV & PnL, uplift models, predictive analytics, ad hocs & core, dashboards.
- Leadership: integrating agile methodologies, onboarding junior analysts, being a "learn-buddy".

### Research Lab at Higher School of Economics

*Aug 2023 – Dec 2024*

*Center of Financial Research and Data Analysis*

*Moscow, Russia*

- Analytics of TradFi & DeFi markets, writing technical requirements, working on patents.

### Bright Network UK – Investment Banking & Asset Management

*Jun 2023*

*Performed company valuation and benchmarking:*

*the UK, Remote*

- Trading Comparables, DCF, WACC modeling, Value At Risk excel dashboard.

## EDUCATION:

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### London School of Economics & Higher School of Economics

*Class of 2025*

*Bachelor of Data Science and Business Analytics*

*London, Moscow*

- Relevant Coursework: Business (BMGC) (8/10), Statistics (A-), Economics (A).
- Strategy for tech consulting: Dubai-Moscow international expansion.
- EdTech platform MVP for career guidance, doing both BusDev and engineering.

## PROJECTS & EXTRACURRICULAR ACTIVITIES:

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### Entrepreneurship School – Tinkoff & HSE FCS

*Jul 2023*

*Product Owner of Fintech Data Mining Startup*

*Moscow, Russia*

- AI focused software that analyses financial forums and finds patterns.

### S+ Consulting Training Program

*Feb 2023 – Mar 2023*

*Management & Strategy Consulting*

*Moscow, Russia*

### Center of Mathematical Finance (ИМФ)

*Sep 2022 – Feb 2023*

*Quantitative Analytics – graduated with honors: cum laude diploma*

*Moscow, Russia*

- Coding custom python library for MOEX API, pricing options derivatives and trading.

## ADDITIONAL INFORMATION:

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### Skills:

BPMN, A/B tests, agile, scrum, English C1 academic, fluent Russian

### Programming:

Python, Data Science/ML Libraries, SQL

### Computer:

Tableau, Jira, Miro, Click Up, L<sup>A</sup>T<sub>E</sub>X, Excel, MS Office

### Certifications:

Math olympiad medalist, BCG: Strategy, Coursera: DS, Business, Finance

### Recommendations:

letter from P. Lukianchenko (Chief AI Officer), letter from E. Dimova (Warwick MBA, Econ. PhD )