EKATERINA MEDVEDEVA

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Professional Summary

Master's student in Marketing and Data Analytics with 2 years of practical experience in one of the largest market research companies, possessing skills in conducting comprehensive marketing research and providing actionable recommendations. Known for strong analytical skills, attention to detail, and a commitment to delivering high-quality results. Voluntarily implemented automation solutions in team projects to optimize workflow, enhance data accuracy, and minimize human error. Eager to expand technical and marketing knowledge through new challenges, with a passion for programming projects as a hobby.

Work Experience

Senior Research Executive   august'21 – december'23
IPSOS (Brand health tracking), Moscow – Russia

- Conducting quantitative research (local and international).
- Autonomous project management (including writing conclusions, recommendations and final client presentation).
- Questionnaire design (in Russian, English, and French).
- Data encoding, analysis, and interpretation.
- Data visualization, report preparation in MS Excel / PowerPoint formats (in Russian and English).
- Client collaboration, autonomous drafting of custom reports for better customer satisfaction.

Assistant   august'19 – june'21
Lomonosov Moscow State University, Faculty of Sociology, Moscow – Russia

- Participation in weekly administrative meetings: transcription, printing, and archiving of academic decisions.
- Accounting for educational resources (faculty workload, library inventory, academic archives, etc.), then producing detailed statistical reports for the dean's attention.

Internship

Assistant   july'21
IPSOS (Qualitative research department), Moscow – Russia

- Translation of questionnaires from English to Russian.
- Content analysis.
- Preparation of reports in MS PowerPoint formats (in Russian and English).

Technical Skills

- Practical use of Python, SQL, JavaScript, HTML, and CSS for project automation, database management, and web development
- Proficiency in MS Office package and Canva
- Ability to learn other software

Transferable Skills

- Languages: English (C1), French (C1), Russian (C2)
- Research experience, report writing skills
- Project management
- Logical interpretation skills
- Ability to prioritize, multitask and meet deadlines
- Teamwork

Education

Master's degree in Marketing and Data Analytics   september'24 - current
University of Montpellier, Montpellier – France

University degree in French studies (French language acquisition)   2023 – 2024
University Paul-Valery Montpellier 3, Montpellier – France

Bachelor's degree in Sociology (Score GPA: 4.6/5.0)   2017 – 2022
Lomonosov Moscow State University, Moscow – Russia

Certifications

- Diploma DELF B2 and DUEF C1 (Certificates of proficiency in the French language)
- Google Ads (certification in progress)