Links

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**Oleksii Maksymenkov,
Lviv/Remote**

**Trainee Business Analyst |
LeadGen Specialist W/ 2 Years Of Experience**

About me

Hi! A detail-oriented Business Analyst here, transitioning from a Lead Generation background with 2 years of experience. Proficient in research, stakeholder communication, and data interpretation, ready to fine-tune these skills for BA responsibilities. I've worked closely with AI/ML, UX/UI, QA, and Web/Mobile development teams, gaining valuable insights into different aspects of product development. Proficient in BPMN, UML, JIRA, and various data analysis tools, I have a solid foundation in business analysis principles, from gathering requirements to improving processes. Looking forward to joining a forward-thinking company where I can collaborate with a great team and put my skills to work on real-world projects.(✿ =◞‿◟=)

Skills & Tools

Business analysis & research:
- Requirements gathering & documentation
- Process mapping (BPMN, UML)
- Communication with stakeholders and clients
- Business process improvement
- Data interpretation & reporting

Tools & Technologies:
- JIRA, Trello, Confluence
- Visio, Lucidchart, FigJam
- SQL (Basic), Google Sheets, Excel
- Figma (Prototyping), Canva
- CRM Tools: HubSpot, Salesforce

Technical Knowledge:
- Understanding of SDLC & Agile methodologies
- Working with various AI-tools, prompt creation
- Basic knowledge of HTML/CSS, JavaScript, Python, C++, C#

Working Experience

Lead Generation Specialist, Company under NDA   05.2024-08.2024
- Conducted ICP-based searches for potential projects on Upwork, ensuring alignment with company expertise and objectives.
- Wrote 15-20 personalized cover letters per day, tailored to specific client needs across various IT categories, including AI/ML, Web & Mobile Development, and UX/UI.
- Maintained a Google Sheets database of project details, tech stack, FAQs, and response templates for efficiency in lead generation.
- Was in touch with department leads to ensure project requirements and NDAs were properly managed.

Lead Generation Specialist, Pecode   10.2022-03.2024
- Performed Upwork-based lead generation, identifying opportunities through ICP analysis.
- Assisted in maintaining/updating Gigradar scanners and templates for automated post monitoring and applying.
- Created and optimized Upwork profiles and CVs in Figma for development teams.
- Maintaining a general Google Sheet with information about projects, tech stack, FAQs, etc.
- Communicated with department leads and development teams about new projects and NDAs, new hard skills
- Optionally, helped sales managers and had dealings with clients (communication with technical specialists, forming a response for lead)
- Worked with HubSpot
- Carried out research on new platforms (Behance, Dribbble, Dice, AngelList) to explore alternative lead-generation sources.
- Supported the hiring process by reviewing tests, taking part in interviews, and mentoring new teammates

Education

LPNU, Institute of Computer Science and Information Technologies   2024-2025
Master's in Systems and methods of decision making (Business Analysis)

Kharkiv National University of Radio Electronics   2022-unfinished
Master's in Computer Engineering

Kharkiv National University of Radio Electronics   2019-2022
Bachelor's in Computer Engineering

Certifications

Getting Started as a Business Analyst
LinkedIn   2024

More to come soon 🙂