

# Karyna Zubko

✉ karynazubko.coop@gmail.com

📍 Uzhorod, Ukraine

🌐 karina-zubko

## WORK EXPERIENCE

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Aug 2024 - Jul 2025

Middle Product Data Analyst

Analyze user behavior and e-commerce performance to deliver actionable insights. Build dashboards, optimize data pipelines, and support decision-making using *SQL, Python, GA4, BigQuery, and Looker Studio*.

### GOIT

Jan 2025 - Present

Adjunct Lecturer & Course Author

Created and delivered data analytics courses ("*Data Analyst. Restart*", "*AI & Data Analysis*"), combining theory, demos, and practice, and contributed as a guest lecturer to the "*Data Analysis*" program.

### CASAFARI

Nov 2022 - May 2024

Business Intelligence & Product Analyst

Developed dashboards and complex data models to deliver actionable insights for *Finance* and *Product* teams. Designed ETL processes, optimized queries, and collaborated with stakeholders to translate business needs into scalable data solutions.

Sep 2021 - Feb 2023

Junior Market Data Analyst

Conducted market research and data analysis on the European real estate market, applying web scraping, data preparation, and data modeling techniques. Delivered research reports and ensured data accuracy to support strategic decision-making.

Jan 2021 - Dec 2021

Junior Data Collection and Quality Analyst

Collected and validated large datasets using web scraping techniques, ensuring data quality and accuracy to support analytics and reporting.

## EDUCATION

### Simon Kuznets Kharkiv National University of Economics

Sep 2021 - Dec 2022

Master of Information Systems and Technologies - 96%

Focused on *cloud technologies, data systems, and leadership in IT projects*. Coursework included Google Cloud Platform, data modeling, and advanced analytics tools.

Bachelor of Computer Science - 94%

Focused on *cloud technologies, data systems, and leadership in IT projects*. Coursework included Google Cloud Platform, data modeling, and advanced analytics tools.

## CERTIFICATE

Google logo Google Business Intelligence Specialization [↗](#)

Data-Driven Project Management: Project Metrics That Matter [↗](#)

Advanced SQL for Data Scientists [↗](#)

## LANGUAGE

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**English** Upper-Intermediate

**Ukrainian** Superior

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## SKILLS

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**BI & Product Analytics:** *BI Definition, A/B Testing, Funnel & Retention Analysis, Product Dashboards, Behavioral Analytics.*

**Tools:** *Looker, Tableau, Superset, Power BI, Google Analytics 4, Mixpanel (basic), dbt (intro), Confluence, Jira, Git*

**Other stack:** *SQL, Python, Git, BigQuery, MongoDB, Airflow (basic), DBT, JSON APIs*

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## AWARD

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**International Volunteer** Microsoft

Organising the tournament of coding and algorithmisation between students