

# Kathryn Kashitsyn

## Data Analyst

Santa Catarina, Brazil (Open to Remote)

kathrynkashitsyn@gmail.com

+55 48 99667-1780

[linkedin.com/in/kathryn-kashitsyn/](https://www.linkedin.com/in/kathryn-kashitsyn/)

[kathrynkashitsyn.github.io/portfolio/](https://kathrynkashitsyn.github.io/portfolio/)

Data Analyst with 15+ years of experience in EdTech, instructional design, and product management. Over the years, I have developed skills in Excel, SQL, Python and various data visualization tools. My expertise lies in EDA, statistical analysis, predictive modeling, ETL and machine learning.

## WORK EXPERIENCE

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### Alessons

Remote

*English language, communication and career training services for global IT & Tech Professionals*

Product Owner

August 2023 - Present

- Built a data-informed learning and product strategy by integrating user data with qualitative feedback to identify learner bottlenecks which drove a 20% increase in free-to-paid conversion.
- Developed a 3-level English-for-Tech curriculum aligned with career outcomes, enabling 100+ professionals to upskill for roles in global tech companies.
- Created user segmentation models based on engagement and proficiency data to personalize user journeys and reduce churn across cohorts.

### AKADEMIKA

Moscow, Russia

*Microsoft Training Partner*

Founder and Product Manager

October 2019 - August 2023

- Established a strategic partnership with Microsoft, setting operational and data-sharing frameworks to monitor product adoption, user engagement, and impact across multiple schools.
- Designed, built, and analyzed performance of 10+ game-based learning products on the Minecraft Education Edition platform, integrating usage analytics and feedback loops to continuously improve engagement and learning outcomes.
- Collaborated cross-functionally with educators, developers, and marketing to translate product data into actionable strategies for user retention and program scalability.

## EDUCATION

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### Eurasian Open Institute

Moscow, Russia

*Bachelor of Marketing*

July 2014

### International Institute of Management LINK

Moscow, Russia

*Bachelor of Linguistics*

July 2011

## ADDITIONAL INFORMATION

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### Certification:

#### Google Data Analytics

*Data Analyst*

April 2025

#### Google Advanced Data Analytics

*Data Scientist*

August 2025

**Skills:** Python and analytics packages, SQL, Excel, Tableau

**Interests:** Construction and civil engineering, sci-fi movies, a little bit of gaming

**Volunteer:** Minecraft Education teacher trainer.

**Language:** English and Russian - native, Portuguese fluent.