

Maksym Shapovalov

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PROFESSIONAL SUMMARY

Business Analytics Professional with extensive experience in developing data-driven solutions to support strategic decision-making and operational efficiency. Skilled in building interactive visual dashboards using Power BI, utilizing DAX and data modeling to deliver actionable insights that drive business performance. Experienced in using SQL to query large data sets, enabling in-depth analysis and supporting data warehousing solutions. Experienced in Python for automating data processing, performing statistical analysis, and creating predictive models that enhance business intelligence. Adept at using a range of business analytics tools and techniques to optimize workflows, reduce costs, and improve productivity across various departments. Technical expertise includes DAX for complex calculations within Power BI, Python for data manipulation and analysis, and SQL for database management and querying. Strong ability to create data visualization solutions that translate complex datasets into intuitive dashboards for stakeholders, enabling real-time decision-making and supporting long-term strategic goals.

SKILLS

- Dashboard & Data Visualization: Developing interactive dashboards for business analytics using Power BI
- DAX (Data Analysis Expressions): Expertise in data modeling and complex calculations within Power BI for enhanced business insights
- Data Modeling: Designing and implementing data models to support robust business intelligence and analytics
- Full-Stack Web Development: Creating responsive and scalable web applications using Flask and Python Backend Development: Expertise in developing server-side logic, RESTful APIs
- Frontend Development: Proficient in HTML, CSS for building dynamic and user-friendly interfaces
- Cloud Deployment: Deploying and managing web applications on cloud platforms like Heroku, ensuring scalability and performance
- Version Control (Git): Skilled in using Git for source code management, including branching, merging, and collaborating with remote teams
- Python Programming: Advanced proficiency in Python, including object-oriented programming, libraries, and frameworks
- Digital Marketing Strategy: Implementing digital marketing techniques to enhance online presence and drive brand growth
- Web Design & Development: Creating and maintaining professional websites with a focus on user experience
- Google Ads Campaign Management: Managing and optimizing Google Ads campaigns for increased ROI and brand visibility

WORK HISTORY

AgCertain Industries, Boone, IA | August 2023 – September 2024

Team Leader, Shipping & Receiving | Logistics Coordinator

- Developed a program in Visual Basic to automate shipping document processing, reducing time by 85% and eliminating errors, significantly improving efficiency and data accuracy across multiple departments
- Implemented the automated document completion system department-wide, improving data accuracy, productivity, and process efficiency across all teams

Knopmax-Ukraine LLC, Kiev, Ukraine | August 2017 – February 2022

Digital Marketing Analyst

- Conducted comprehensive market analysis of the dietary supplement industry in Ukraine, registering a private label and developing a full product line from scratch using data-driven product development strategies
- Created and launched a product line of vitamins and dietary supplements under a private label (made in USA), overseeing all aspects from branding and packaging to supply chain management and regulatory compliance

State Customs Service of Ukraine, Kiev, Ukraine | May 1997 – April 2016

Customs Officer

- Managed export, import, and transit operations, developing and implementing criteria for the pre-analysis of high-risk transactions using data-driven insights and early-stage business intelligence techniques
- Advanced through various roles, leading export/import clearance processes and introducing data-driven decision-making approaches that laid the foundation for modern analytics in customs operations

EDUCATION

Advanced Power BI, Certificate, Des Moines Area Community College, IA, USA, 2024

Google Ads - Measurement Certification, Completion ID: 289278169, IA, USA, 2024

Programmable Controllers, Studio 5000 Logix Designer, Certificate, IA, USA, 2024

Bachelor of Financial Management, Interregional Academy of Personnel Management, Kiev, Ukraine, 2008

Bachelor of Jurisprudence, Specializing as a Jurist, Institute of Internal Affairs, Donetsk, Ukraine, 2003

Specialist's Degree (Equivalent to Master's), Construction of Mines and Underground Structures, Donetsk National Technical University, Donetsk, Ukraine, 1995

PROJECTS (my portfolio website: www.resume-ms.com)

TECHNICAL: Power BI, Tableau, Visual Basic, DAX, WordPress, Shopify, Woocommerce, Google Ads, Google Shopping, Facebook Ads, Canva, Adobe Acrobat, Microsoft Office 365, Excel, Word, SharePoint, Outlook.

LANGUAGES: Ukrainian & Russian (native), English (intermediate).