



LJUPCHO NAUMOV

Analyst | MSc | BSc

I am interested in business and financial analyst positions. I have strong technical skills in R & Tableau to create automated reporting and dashboards, as well business and financial experience to quickly deliver actionable insights. I have full working rights in the Netherlands (zoekjaar).



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DOB: 27.01.1995



[Liupcho.com](https://liupcho.com)

EDUCATION



Bocconi University

MSc in Economics and Management of Innovation and Technology - GPA: 27/30 (103/110)

- Coursework: Statistics for Economics and Business, Industry & Competition Analysis
- Thesis: "Indie Makers: Success Factors for Bootstrapped Software Businesses"
- ISU Scholarship: full tuition and housing

Milan, Italy
Sep. 2016 – Dec. 2018



WHU-Otto Beisheim School of Management

Master's Exchange Program

- Coursework: Predictive Analytics with R, Financial Modelling with Excel, Financial Statements Analysis (Advanced)

Vallendar, Germany
Jan. 2018 – April 2018



Bocconi University

BSc in International Economics, Management & Finance, Major in Finance - GPA: 27.4/30 (103/110)

- Thesis: "The Principal-Agent Problem in Actively Managed Mutual Funds"
- Bocconi & ISU Scholarship: full tuition and housing

Milan, Italy
Sep. 2013 – Sep. 2016

WORK EXPERIENCE



Moi Doktor (moidoktori.mk)

Co-founder, Product, Marketing, Sales

- Launched a doctor booking platform in North Macedonia that scaled to 2500+ active users.
- Promoted the platform on 3 national TV morning shows (1st, 3rd and 6th largest TV station).
- Went viral on twitter by connecting with local influencers, [top tweet](#) of the week in Macedonia.

Skopje, N. Macedonia
March 2019 - Present



RZ Ekonomika, public financial services and metallurgy parts trading company.

Business Analyst

- Replaced a senior employee in bookkeeping for a warehouse with 70k parts.
- Assisted in responding to a hostile takeover attempt.

Skopje, N. Macedonia
Aug. 2018 - Present



Simple360.io

Co-founder, Product, Marketing, Sales

- Launched a team feedback software based on hedge fund manager Ray Dalio's internal tools.
- Accepted in 2018s batch of AppWorks, Taiwan's leading startup accelerator.
- Conducted 15 lead user interviews to identify pain points and define product strategy.
- Project acquired by a Texas based company.

Milan, Italy
Oct. 2017 - May 2018



Xandas New Media Ventures, angel fund focused on building ventures internally.

Business Analyst, Product Manager

- Collaborated directly with serial entrepreneurs Fabio Pezzotti (\$30M in exits) and Guillaume Alabert (\$58M) on Sharado.com, a platform for sharing economy jobs.
- Evaluated incoming business plans and funding requests from Italian entrepreneurs.
- Analyzed blue-collar job market by competitor analysis to establish product strategy and features.
- Managed daily communication with remote developers to ensure timely delivery of quality product.

Milan, Italy
April 2017 – Sep. 2017



Sparkasse Bank, commercial bank with HQ in Graz, Austria, part of Erste Group.

Intern

- Rotated across Risk Management, Corporate Loan Management, and Central Branch.
- Analyzed financial statements for solvency and liquidity indicators

Skopje, N. Macedonia
June 2014 – Aug. 2014

LANGUAGE SKILLS

Macedonian – Native | English – C2 | Italian, Serbian, Bulgarian – B2 | Spanish – B1

DATA & IT SKILLS

R – Full capability to load, transform and visualize data through code, and distribute analysis in reports & dashboards. Proficiency in various packages including Tidyverse and shinydashboard. Projects: liupcho.com/R

Excel – Proficient, ECDL certified. Built leveraged buyout financial models from scratch, applied SaaS valuation models.

SQL, Tableau, PowerBI – Completed SQLZOO and the official Tableau Training videos.

HTML, CSS, JavaScript – working knowledge. Projects: github.com/liupcho0