

# Ivan Pashigin | Data analyst

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A data analyst with experience in data collection, analysis, and visualization, proficient in leveraging analytical tools to generate insights that drive strategic decision-making. Possesses excellent communication skills to understand business objectives and translate them into measurable outcomes. Holds an MBA and a Bachelor's degree in IT. Diligent and committed to successfully completing all tasks and projects.

## SKILLS

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- **Technical Skills:** Python, SQL, Numpy, Pandas, Tableau, Bash, Git, Microsoft Office, HTML, CSS, Docker.
- **Certifications & Training:** Certified Ethical Hacker (EC-Council)
- **Languages:** English (C1 Advanced), Russian (Native)

## EXPERIENCE

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### Purple Light Services FZE

August 2024 - now

#### Data Analyst

Fujairah, UAE

- Conduct marketing and financial analyses, delivering insights through graphical and tabular reports to support business decision-making:
  - Implemented A/B test-based strategies to enhance customer satisfaction and engagement with online courses, resulting in a 20% increase in returning users.
  - Collected data from various platforms and created reports using Python, Pandas, and BI tools for the CEO and Marketing Manager to aid in business strategy development and decision-making.
  - Developed a Telegram bot with an integrated database to streamline client data collection and centralize information for financial and marketing analysis. Reduced client registration time and accelerated report generation. The bot operates on a remote server within a Docker container, ensuring direct control and data security.

### HB Consultancy FZ-LLC

July 2023 - July 2024

#### Business Assistant

Dubai, UAE

- Managed a team of three specialists and collaborated with local companies to organize events in Dubai, driving business growth and improving operational efficiency:
  - Analyzed and structured financial and marketing data using Google Looker, resulting in a 20% increase in investment flow from partnerships and a 10% reduction in event-related costs.
  - Provided assistance to the CEO in handling both personal and professional tasks.

### Purple Light Services FZE

March 2021 - June 2023

#### General Manager

Fujairah, UAE

- Collaborated with the CEO to launch and scale the company in the UAE, overseeing key operations from inception to strategic levels:
  - Led the development and management of online course platforms, optimized IT infrastructure, and reduced content creation time by 50% through technical support and software training.
  - Directed the transition to a paperless practice by implementing an electronic record-keeping system, resulting in a 20% reduction in overhead costs and improvements in business process efficiency, data security, and document accuracy.

### Freelancer | IT Administrator

August 2019 - February 2021 | Russia

- Provided technical support to 30+ clients, including hardware setup, operating system installation, and network management, ensuring seamless operation of home and office systems.

## EDUCATION | Murdoch University Australia

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### Master of Business Administration

July 2019 | Singapore

- Basic finance and accounting, Strategic planning and crisis management, Organizational Behavior, Human Resource Management, Internet Marketing, Corporate Social Responsibility, Financial and marketing analysis.

### Bachelor of Science in Information Technology

June 2018 | Singapore

- Fundamentals of programming (Data Structures, OOP, Databases, Unix systems, Algorithms), Java, C++, JavaScript, Information Security and Forensics, Project management (SDLC, Agile, Scrum).