**Lina Tsyganov**

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# About Me

I am a data analyst with experience in SQL, Python, and Looker. Besides my technical abilities, I am skilled in data communication: translating complex data analytics insights into actionable strategies for stakeholders and cross-functional teams. I am interested in a position that would be challanging, dynamic and impactful.

After several years working as an analyst in digital marketing, I attended Coller School of Management at Tel Aviv University to obtain a B.A. in Business Mangement, as well as a B.A. and M.A. in Linguistics. I conducted corpus research, and designed, executed and analyzed several experiments in my field. This background allows me to understand the statistic, business, and rhetorical aspects of data.

I had to leave my last job because I moved to the US from Tel Aviv; I was considere a valuable member of a product-focused Data team, and I would love to join the efforts on another data-heavy product. I am authorized to work in the United States for any employer without sponsorship.

# Experience

**LocalizeOS | Data Science Analyst | 2023 - 2024**

* Developed and automated a **Python-based data pipeline proof of concept** for extracting, cleaning, and formatting structured and unstructured data from client CSV files, reducing manual data ingest times by 95%. Data ingest required at least two dedicated team members before this tool; after, it became a small daily task, freeing resources for bigger challenges.
* Led the design and implementation of a **content filtering feature** in existing recommendation system to match geographic regions based on user preferences, increasing relevant listing engagement by 32% after successful A/B testing.
* Built and integrated **NLP classifiers** using custom ChatGPT prompts to extract structured information from users’ natural SMS messages, ensuring appropriate data handling.
* Created Looker dashboards and presentations for various product needs – chatbot preformance, SMS errors, optimal timing, and more.

**Research | 2020 – 2024**

* Applied **NLP techniques** and **statistical methods** to perform research using large text datasets, honing skills in data wrangling, feature extraction, and linguistic analysis using Python.
* Assisted in statistical analysis – using appropriate statistical tests and drawing competent conclusions based on results with consideration of linguistic theory.

**Operad | Marketing Analyst | 2017 – 2019**

* Delivered regular performance reports to C-level executives, translating complex metrics into clear insights to guide business decisions.
* Developed and implemented data-driven SEO strategies (technical optimizations, content structuring), improving organic traffic and user acquisition by 30-60% YoY.
* Analyzed performance data from tools like Google Analytics, providing clients with actionable insights and recommendations.

# Education

M.A. in Linguistics (STEM field) from Tel Aviv University | 2022 – 2024

* Graduated Magna Cum Laude

B.A. in Management and Linguistics (double major) | 2020 – 2023

# Skills

SQL, Microsoft Excel, Looker

Python: pandas, SciKit, NumPy, MatPlotLib, Seaborn, scikit-learn, OpenAI

General: data science, machine learning models, feature engineering,

# Awards and Acknowledgements

* **First Place, LocalizeOS Hackathon** – Developed a Python-based tool using ChatGPT to extract, structure and format unstructured data from client-provided natural text data sources, considering context. This solution won as it addressed a critical business challenge (low-quality strcutured data hindering recommender efficency) and was a working proof of concept.