Michael Rozanov

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EXPERIENCES

Marketing Effectiveness Analyst, the7stars, London   **May 2022 – Present**
- Supporting the development of the inhouse measurement & investment planning tools, which are used to help wider agency make data driven decisions.
- Automating the reporting for clients by integrating API into the workflow, focusing on adding in commercial value to the clients through better use of data & analytics.
- Introducing new features into an inhouse Regional Experiment tool built on R Shiny.
- Providing support to the users of the data & reporting solutions within the agency & troubleshooting data issues across client and the agency teams.

Social Media Analyst, RealTime Agency, London   **Jan 2022 – Apr 2022**
- Drove new ideas to improve performance of campaigns including: account structure, bid strategy, creative, ad copy, audience management and landing page optimisation. Identified and presented new opportunities/areas of growth that helped the development of the paid channels.
- Developed an inhouse Marketing Mix Modelling (MMM) team which is responsible for the Measurement product, analysing the future impact of investment across different media channels and optimising the ROI.
- Constructed an acquisition Lead Scoring model based on the statistical predicting using backend data.
- Built advanced Sprinklr dashboards used for reporting campaign insights in a client friendly way during the calls.

Junior Social Media Analyst, RealTime Agency, London   **May 2021 – Jan 2022**
- Set up large-scale paid ads experience on Facebook/Instagram & LinkedIn.
- Executed tests, collected and analysed data, identified trends and insights to maximise performance. Tracked, reported and analysed website analytics and campaigns.
- Automated manual processes by introducing Excel Macros to the workflow.
- Managed campaign expenses, staying on budget, estimated monthly costs and reconciled discrepancies.
- Developed revenue and audience strategies based on the CRM data.
- Built creative strategy by providing performance insights to the creative team.

Senior Research Analyst, MySearch Executive Search, London   **Feb 2021 – Apr 2021**
- Led and supervised a small team of Junior Research Analysts in company projects.

Junior Research Analyst, MySearch Executive Search, London   **Nov 2020 – Feb 2021**
- Did market research and analysed financial data of different global organisations.
- Headhunted suitable candidates for high-profile clients in Europe, Central and South Asia.

IT Infrastructure Deployment Specialist, Morpheus Games UK, London   **Oct 2020 – Nov 2020**
- Set up work stations and built computers by assembling all the necessary parts for a start-up theatre company for their online business. Installed Windows operating system and all necessary software from Microsoft Office to Zoom on all of the computers. Provided necessary support and troubleshooting, and made sure everything works smoothly.
- Set up corporate email infrastructure on the company's website and created domain email accounts.
- Configured links to recurring Zoom meetings (theatre play livestream) to allow multiple accounts so the audience can join the host and watch the play easily.
- Collated information and compiled lists of media and relevant parties (schools, students' unions, etc.) in preparation for the company's press release and adverts.
- Utilised my excellent interpersonal and linguistic skills and facilitated communication between Russian clients and English actors. Translated documents from Russian to English.

EDUCATION

BSc (Hons) Mathematical Sciences, University of Bath, Bath   **Oct 2017 – Jun 2020**

Modules:
- Artificial Intelligence 76%
- Graphs and Networks: Theory and Applications 73%
- Programming and Discrete Mathematics 72%
- Functional Programming 68%
- Vibrations, Waves & Optics 65%
- Methods and Applications 63%

Projects:
- Designed and implemented a Sudoku solver & spam filter in Python.
- Investigated credit contagion risk in mathematical models of the interbank lending network.
- Created and analysed a suitable mathematical model for the virus spread in the population.
- Statistical analysis on how different vehicle types contribute to NO_2 levels for a proposed Clean Air Zone in Bath.
- Group statistical report in differences between road traffic accidents in 20/30mph speed limit areas nationally.
- Group statistical report exploring causes of the gender pay gap.

Activities: Achieved 9th in the BUCS Men's Novice Barebow Indoor Archery Championships 2018 (Southern); member of the Archery Club, Motorcycle Club and the Vegetarian Society

A Levels, Paddington Academy, London **Sep 2015 – Jun 2017**

Subjects: Maths A*, Further Maths A*, Russian A*, Physics A

Award: Took part in the UK Senior Maths Challenge twice, achieved 1 Silver (2015) and 1 Bronze (2016) certificates

Activities: Participated in the Insight Day event at EY's London Office (in association with Teach First) in 2016; selected to participate in the UCL Maths Summer School and Mathematics Masterclasses at Greenwich University in 2016

GCSEs, Holland Park School, London **Apr 2014 – Jun 2015**

Result: A* - C

Activity: Volunteered as a tutor to teach GCSE Maths to students

VOLUNTEERING

Team Guide for Russia, International Mathematical Olympiad 2019 (IMO 2019), Bath **Jul 2019**

- Provided pastoral support for six Russian contestants and facilitated the leaders and observers during the event.
- Managed an emergency budget of £50 provided by the organiser to the team.
- Utilised good communication and interpersonal skills, and interpreted between English and Russian accurately for the team.
- Prioritised daily tasks given and showed strong multitasking skills by ensuring the Russian delegates had a pleasant experience at IMO 2019.

Marshal, Rough Runner, London **Sep 2016**

- Worked as a team to monitor the obstacles, explained the rules to the participants in detail, and made sure that the runners were safe in the challenge.

SKILLS

Languages: English (native), Russian (native), Spanish (elementary), Chinese (Mandarin, elementary)

IT proficiency: Microsoft Excel & Word & PowerPoint, Adobe Photoshop & Lightroom & Illustrator, Website & Android App Development

Programming languages: MATLAB, RStudio, Haskell, Java, Python (Jupyter Notebook), SQL, PHP, HTML, Kumir

Courses & Certificates:

IT & Programming:	Mastering SQL Query, Microsoft Azure Fundamentals, PHP for Beginners, CSS3, Android App Development, Google Chrome Extension Development, Security Awareness, GitLab, Data Analytics with Excel PivotTables, Theoretical Machine Learning, HTML5
Advertising & Modeling:	Practitioner Mastery Program Advertiser, ScanmarQED Modeling Professional, strataQED Modeling Master, Web Analytics with Similarweb, Google Analytics & GA4, Email Marketing, Content Marketing, SEO Strategy, Google Ads

Website development: Personal Photography Portfolio, Personal Home Page