

# Michael Rozanov

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## EXPERIENCES

### Marketing Effectiveness Analyst, the7stars, London

May 2022 – Present

- Spearhead the development of the *Investment Planner Suite (Brand Builder & Profit Projector)*, which was later nominated for Campaign Media Award in 2023 in Product Innovation Category. Built the back end of the tool, including automating data ingestion for a database of over 5,000 UK Advertisers & evolving the machine learning algorithm which calculates incremental uplift in website visits or brand awareness.
- Supporting the implementation of the inhouse measurement tools, which are used to answer long-term growth ambition briefs and help wider agency make data driven decisions on Awareness & Lead Gen response.
- Developing an inhouse tools in R Studio (*Atlas & Mapper*), which use polygon shapefiles to plot various regional data on the UK map, such as TV, Radio or Audience coverage by postcode, which later won an award within an agency for Best use of Innovation in 2023.
- Finding use cases for Power Automate within the agency, such as automating email reminders, designing a workflow from Microsoft Forms to Power Point.
- Helping clients maximise their commercial performance through iterative scenario planning and forecasting based on the Marketing Mix Modelling (MMM) or Multi Touch Attribution (MTA) results.
- Automating regular reporting by integrating API, SQL and various web scraping techniques into the workflow, focusing on adding in commercial value to the clients through better use of data & analytics.
- Introducing new features and refreshing UI into an inhouse Regional Experiment tool built on R Shiny, that is used to test hypothesis by splitting up the country geographically and calculating impact on business of our clients.
- 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 & 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<sub>2</sub> 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 9<sup>th</sup> 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 Word, Excel, PowerPoint & Power Automate, Adobe Photoshop, Lightroom & Illustrator, [Website](#) & Android [App](#) Development

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

**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](#), [Cyber Security & Ethical Hacking](#), [Image Recognition using Neural Networks](#)

**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](#), [Chatbot Marketing](#), [Conversion Rate Optimisation](#), [Social Media Marketing Strategy](#), [Marketing Analytics - Forecasting Models](#), [Marketing Analytics - Retail Business Management](#)

**Website development:** [Personal Photography Portfolio](#), [Personal Home Page](#)

## AWARDS

- Nominated for [Campaign Media 2023](#) Award in *Product Innovation Category* for [Investment Planner](#)

- Won an Orbit Award at the7stars agency for "Best use of Innovation" for *Atlas & Mapper Tools Suite* in 2023