

Vladislav Romanciuc | Jr Product / Data Analyst

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🐙 <https://github.com/VladRomanciuc>

Creative nature paired with a logical approach and a broad range of transferable and interpersonal skills, passionate about web products, analytics and predictive models that support tangible process improvements. Looking to join a business analytics team and assist with processes and data modelling and development of new business intelligence solutions.

Key skills

- Data Modelling
- Data Analysis
- Business Intelligence
- Product Analytics
- Agile, Lean, SDLC, BPMN
- SQL, CQL, Power Queries

Tools

- Azure, Firebase, GCP
- Teams, Zoom, Asana, Slack
- MS Office 365 (Word, Excel, PP)
- MS Power Platform (Power BI)
- G-Suite (Sheets, Slides, Drive)
- Amplitude, Mixpanel, G-Analytics

✓ My vast work experience alongside my technical knowledge in other areas is resulting in the ability to run in a friendly and positive demeanour maintaining the professionalism level:

- market fit analysis/opportunity evaluation based on the available range of data needed to choose the right strategy for initiation of a project, setting the goals and interviewing stakeholders or observing processes and workflows without cherry-picking;
- effectively planning of the task and subtasks and their assignment for execution to the people with the right skillset;
- design user personas and problem scenarios and alternatives transforming them into value propositions, wireframes and user stories prioritising them for product development and after for A/B testing.

✓ **Confident** with explicit and implicit data capturing and tracking. Familiar with the North Star concept, data scopes, metrics, segmentation/clustering and cohort analysis. Able to use analytics tools such as Power BI (Excel), Tableau and queries to clean and transform the raw data in accurate structured tables for descriptive and exploratory analytics.

✓ **The hobby projects** to showcase my skills are completed in my spare time and hosted on my [Github!](#)

✓ Currently learning paths:

- Apache Cassandra™ Developer Associate with DataStax;
- Oracle Autonomous Database Specialist;
- Azure, Power Platform and Google Cloud Learning.

✓ On the way on my learning shelf are:

- LinkedIn DevOps learning path and Azure/AWS DevOps certifications;
- Reactive Systems and Microservices with GO;
- Web Apps development with Dart and Flutter.

Experiences

- **Bootcamp: Apache Cassandra™ Developer Series** with [DataStax](#) | (01/2022)
Skillset: CQL | Data Model | Docker | Microservices | API
- **Training: 5 weeks Product Analytics with Amplitude** by [The Product Folks](#) | [Credential](#) | (12/21)
Skillset: North Star Concept | Data Scopes | Metrics | Segmentation/clustering | Cohort Analysis
- **[Accenture Project Management Virtual Experience](#)** | (13-15/11/2021)
 - Associated projects with the most suitable project management approach and prepared a streamlined proposal for the client.
 - Created a status dashboard for the project and gave a presentation on updates of the project.
Skillset: Project Management | Strategic Analysis | Synthesizing | Communication | Presentation.
- **[Accenture Nordics Consultant Program](#)** | (12/11/2021)
 - Defined project key priorities and assembled a project plan for a client.
 - Analysed data from various sources and made decisions about UX Redesign.
 - Assigned scores to potential initiatives based on their ease of implementation and impact.
Skillset: Planning | Prioritizing | Data analysis | Client relations.
- **[Accenture Virtual Experience Program](#)** | (07-11/11/2021)
 - Identified opportunities to build a strategy using the agile methodology.
 - Investigated the product issues based on usage, testing and data analysis.
Skillset: Data Analysis | Tableau | Project Management | Agile Methodology | User Stories
- **[KPMG Data Analytics Virtual Experience Program](#)** | (04-06/11/2021)
 - Directed an Assessment of data quality and completeness for analysis.
 - Projected high-value customers based on customer demographics and attributes through visualisation of insights.
Skillset: Data Quality Analysis | Analytics Dashboard Creation | Customer Segmentation
- **[GE Digital Technology Data Analytics Program](#)** | (01-03/11/2021)
 - Used data engineering to research and combine full-flight engine, part manufacturing and airport location data and create a KPI dashboard.
Skillset: Business Intelligence (BI) | Data orchestration & transformation | Postgres/SQL
- **[Deloitte Tech Consulting Virtual Internship](#)** | (28-31/10/2021)
 - Cloud Engineering - prepared a high-level overview of Cloud Computing for a client meeting, Cloud Feasibility and Cloud Readiness Assessments.
 - Technology Strategy & Innovation - evaluated technology aspects for developing an online banking platform for a client, designed a business case including a high-level overview of the costs, benefits, and considerations and developed a high-level implementation plan and predict cost estimates.
 - Optimisation & Delivery - conducted an initial market scan to evaluate and select a few financial accounting systems for the client, market evaluation to identify the best solution to client requirements with further analysis and solution presentation.
Skillset: Industry and Market Scan Research | Feasibility Assessment | Value and Benefit Analysis | Project Planning and Delivery | Cost Analysis and Estimation | Resource Management | Feasibility, Risk and Readiness Assessment | Communication | Presentation.
- **[PwC Power BI Virtual Case Experience](#)** | (27/10/2021)
 - Defined KPIs and created a Power BI Dashboard for a Call Centre visualisation of customer and agent behaviour.
 - Outlined relevant KPIs in staff hiring, promotion, performance and turnover for a client, designed a Power BI Dashboard and delivered insights of the root causes of their slow progress.
Skillset: Defining KPIs | Power BI Dashboard | Insights and Actions | Calculating Measures.
- **[Sydney Romantics Design & Branding Virtual Experience](#)** | (25-26/10/2021)
 - Created one blog article, two social media posts, 1 poster using Canva as a collaborative tool and identified 2 new creative ways to promote an event in the local area.
Skillset gained: Brand Analysis and Communication | Influencers and social media | Marketing and Event Ideation.

- **[Smart Cities Virtual Start-up Internship Program](#)** | (22-24/10/2021) | [Sydney School of Entrepreneurship](#)
Operated with start-ups that are leveraging the power of shared mobility, unlocking the distributed renewable energy network, and incentivising real, sustainable societal change:
 - Liftango - Developed a business expansion plan for the host organisation in the United States taking into account the concerns of various stakeholders and the constraints of available resources.
 - SwitchDin - Developed proposals and collateral to enhance communication of the host organisation's unique value proposition to a particular customer segment. Conduct personal reflections on how the proposed communication method impacts the host organisation's customer experience
 - GreenBe - Developed a "Future Press Release" to communicate the benefits and key features of a proposed solution based on the host organisation's existing platform and capabilities.*Skillset: Customer Insights and Segmentation | Planning | Strategic and Critical Thinking | Risk Management | Stakeholder Management | Problem Identification and Investigation.*
- **Bootcamp: Web Development Series** with [Le Wagon London](#) | (09/2021)
Skillset: HTML | CSS | JavaScript | Product Design Sprint | API

Certifications

- **Microsoft Certified: Azure AI Fundamentals** | (01/2022) | [Microsoft](#) | [Credential](#)
- **Microsoft Certified: Azure Fundamentals** | (01/2022) | [Microsoft](#) | [Credential](#)
- **Microsoft Certified: Power Platform Fundamentals** | (01/2022) | [Microsoft](#) | [Credential](#)
- **Software Development Life Cycle (SDLC)** | (01/2022) | [LinkedIn Learning](#) | [Credential](#)
- **[Develop Your Finance and Accounting Skills](#)** | (01/2022) | [LinkedIn Learning](#) | [Credential](#)
 - Bookkeeping, Financial Accounting, Income Taxes
 - Financial, Managerial and Tax Accounting
 - Financial Statement Analysis and Budgeting
 - Corporate Financial Statement Analysis
- **Project & Digital Product Management with Agile and Design Thinking** | (01/2022) | [Darden School of Business, University of Virginia](#) | [Credential](#)
- **[Business Analytics Expert Path](#)** | (12/2021 – 01/2022) | [LinkedIn Learning](#) | [Credential](#)
 - Data analytics and meta-analysis for business professionals
 - Logistic regression and data reduction techniques in R and Excel
 - Predictive, Prescriptive, Experimental, Descriptive, Exploratory, and Explanatory Analytics
 - Forecasting with Exponential, Seasonal and Trended Baseline Smoothing
- **Product Analytics with Mixpanel Micro-Certification** | (12/2021) | [Product School](#) | [Credential](#)
- **Digital Skills: Web Analytics** | (12/2021) | [Accenture](#) | [Credential](#)
- **Digital Skills: User Experience** | (12/2021) | [Accenture](#) | [Credential](#)
- **Data Science Foundations - Level 2** | (12/2021) | [IBM Cognitive Class](#) | [Credential](#)
- **Data Science for Business** | (12/2021) | [IBM Cognitive Class](#) | [Credential](#)
- **[Improve Business Analysis Skills Path](#)** | (12/2021) | [LinkedIn Learning](#) | [Credential](#)
 - Business Analysis Foundations
 - Data Analytics for Business Professionals
 - Requirements Elicitation and Analysis, Competencies and BPM
 - Managing Project Stakeholders
- **Lean Six Sigma White Belt Certification** | (11/2021) | [Six Sigma Society](#) | [Credential](#)
- **Agile Explorer** | (11/2021) | [IBM SkillsBuild for Students and Educators](#) | [Credential](#)
- **Enterprise Design Thinking Practitioner** | (11/2021) | [IBM Design Global](#) | [Credential](#)
- **Enterprise Design Thinking - Team Essentials for AI** | (11/2021) | [IBM Design Global](#) | [Credential](#)

- **Advanced Google Analytics** | (10/2021) | [Google Analytics Academy](#) | [Credential](#)
- **The Fundamentals of Digital Marketing** | (10/2021) | [Google Digital Garage](#) | [Credential](#)
- **Cloud Digital Leader Learning Path** | (10/2021) | [Google Cloud Skills Boost](#) | [Credential](#)

Education

08/2019 - 06/2021 Higher National Diploma in Tourism and Travel

SQA Grade: A (EQF level 5) | Edinburgh College, Scotland

- Through an exceptional performance strengthened my grasp in Visitor Attractions Management, Guiding and Resort Representation, World Gastronomy Tourism achieving a maximum score of available credits and a National Qualification Award.
- Developed a deep understanding of Airport and Airline Operations, Tour Operator Retail Operations and initiation in GDS Travelport, Amadeus, Sabre that guarantees a strong capacity to make a greater contribution and quick adaptation to this business segment.
- Performed quality researches over detailed case studies in Marketing, Niche Markets and Digital Media in Travel Business displaying the ability to learn rapidly and maximise the benefits of Microsoft Office and Google Workspace tools and collaboration tools such as Zoom, Zoho Projects, Microsoft Teams.

08/2018 - 06/2019 Travel and Tourism SCQF level 6

(EQF level 4) | Edinburgh College, Scotland

Gained a unique set of skills for the travel and tourism industry through teamwork and cooperative learning, presentations and role-plays that enhanced consultative selling skills, interpersonal and corporate relationship management, customer care and satisfaction tactics via digital channels using CRM HubSpot and social media management platform Hootsuite.

06/2017 – 06/2018 National 5 ESOL

SQA Grades: B | Edinburgh College, Scotland

01/2017 – 06/2018 Professional Cookery, Food and Beverage Service IVQ Level 2

City & Guilds Distinction Diploma (EQF level 4) | Edinburgh College, Scotland

09/2001 - 06/2005 Bachelor degree in Criminology and Criminal Justice and Law

(EQF level 6) | Institute of Applicative and Integrative Law Studies, Chisinau Municipality, Moldova

Employment

09/2018 – 11/2021 Chef de Partie

[Miller & Carter Edinburgh City Center](#) (*Steakhouse*)

Address: 29-31 Frederick St, Edinburgh EH2 2ND

04/2017 – 08/2018 Chef de Partie

[Chaophraya Edinburgh](#) (*Fine Creative Thai Cuisine*)

Address: 4th Floor, 33 Castle St, Edinburgh, EH2 3DN

09/2016 – 04/2017 Chef Assistant

[WAHACA Edinburgh](#) (*Mexican street food*)

Address: 16 S St Andrew St, Edinburgh EH2 2AU

Skillset:

- Expertise in various techniques
- Attention to details
- MS Office 365
- Fast-paced decision making
- Business sense
- Power BI
- Commitment to quality
- Creativity
- G-Suite
- Efficient planning
- Adaptability
- Teams, Zoom

Details:

- Was worked mainly in mixed shifts as a chef de partie being in full-time education at Edinburgh College developing greater expertise in Professional Cookery/F&B Service and Travel and Tourism management.
- Had also accomplished different roles according to the business needs on the day as the restaurants are facing huge demand especially during the tourism season and their location in the city centre of Edinburgh.
- Had a good opportunity to use my creativity, adaptability and attention to detail to enhance my expertise in a range of cooking techniques committed to driving the quality first and training newbies.
- Fast-paced decision making, multitasking and efficient time planning have enabled me to manage different sections at the same time such as grill, salad, starter and dessert sections along with dealing with the orders and customers.
- Have gained confident communication skills when interacting with the customers as my experience was gathered in the open-plan kitchens.
- The ongoing interaction with colleagues and management led to achieving the company's short and long-term targets for a business sense.

10/2015 – 09/2016**Travelling Mediterranean & Black Sea Coasts**

Restructured the established mindset and personal cultural views completing a planned scenic drive to explore the popular touristic destination of the Black Sea Coast (Crimea, Ukraine, Romania, Bulgaria) and Mediterranean Coast (Turkey, France, Spain).

Details:

- Constructively coped daily with a range of circumstances that stimulated verbal and nonverbal eloquence to overcome foreign language and cultural barriers.
- Challenged new places, people, situations and issues related to budgeting and planning that refined adaptability and negotiation tactics.

04/2011 – 10/2015**Head of Operations and Interactions of Intelligence and Prevent Group**

Chisinau Municipality Police Department, Moldova

The confidence in making decisions and dynamic leadership potential demonstrated senior executive ability and have advanced in a new role with higher responsibility.

Details:

- Effectively managed a special unit controlling investigative and supportive operations necessary for the suppression of illegal activities using intelligence and information for identification and localisation of potential threats.
- Organised and coordinated the liaison with other services and authorities, linkages of security and enforcement, crisis intervention and negotiation teams for the effective operation during unusual situations, diplomatic visits and mass events.

Special training:

Tracking, Surveillance and Defence Tactics (10/2014-11/2014)

International Cooperation and Coordination Agency, Ankara, Turkey

10/2005 - 04/2011**Principal Analysts of Public Safety Unit**

Chisinau Municipality Police Department, Moldova

After a few years of efficient operations as a Police Officer, was promoted to a Principal Analysts position in a Special Unit.

Details:

- Performed a variety of analytic reports based on statistical data predicting the dynamics with relevant recommendations.
- Created assessments on assigned tasks and targets interpreting data and classified information in comprehensive reports identifying threats to public safety.

Languages

Available to operate at the highest level independently and in teams, in busy environments using my native Romanian and Russian languages and limited working proficiency (written business communication) in French and Spanish. These are valuable for getting insights from new emerging markets, establishing and maintaining professional business relationships and foreign exposure of the company. A common language guarantees customers and partners' loyalty offering the opportunity to expand the operations and stimulate revenue growth.