

Yana Gilichinskaya

Data Analyst

I am an evolving data analyst with over 3 years of practical experience in data analysis and a decade of expertise in SQL-based reporting. Beginning my career as an email marketing specialist, I later shifted my focus to analytics to combine my marketing insights with informed decision making. My career goal is to excel as a data scientist/analyst in a broad range of fields, including marketing and healthcare.

Experience

Data Science bootcamp

CodeOp | Barcelona

- 7 months intensive part time bootcamp covering fundamental concepts of Statistics and Machine Learning and Relational Databases
- Hands-on training using libraries in Python: NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn, Machine Learning, NLP, Recommender Systems

Final Project: Car Fraud Detection

- Analyzed car insurance fraud using diverse predictive models for optimal prediction outcomes.
- Formulated actionable recommendations for enhancing fraud detection strategies.

Individual Project: Marketing Analytics

- Explored the relationship between customer characteristics and spending patterns.
- Provided insight on how effectively reach and engage with different customer audience.

VESTA, remote — Data Analyst

August 2020 - May 2023

- Improved reporting efficiency by replacing labor-intensive, manual SQL reports with Quicksight Dashboards. Streamlined over 20 recurring Quicksight reports, enabling daily accessibility and reducing resource consumption.
- Enhanced decision-making across departments (marketing, insights, tech) with accessible metrics, web app improvements, and benchmark comparisons.
- Empowered account managers and clients with comprehensive insights into community health and member engagement, utilizing detailed summaries and benchmark assessments.

VESTA, New York/remote — Email Marketing Specialist

August 2012 - May 2023

- Effectively managed a portfolio of 20+ client accounts using Mailchimp, Klaviyo, Marketo, HubSpot, Salesforce and others.
- Achieved peak email marketing performance by optimizing campaigns through A/B testing,
- Engineered dynamic transactional emails and created email automation workflows for enhanced engagement.

Contact

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- Barcelona
- [LinkedIn](#)
- [Portfolio](#)

Education

Data Science Bootcamp

CodeOp| May 2023 - Dec 2023

PhD in Speech-Language-Hearing

CUNY Graduate Center Sep 2013 - Feb 2012

MD - Research Medicine

Moscow State University
June 1993 - June 1999

Technical Skills

PostgreSQL/SQL
Python (NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn), Deep Learning, Machine learning, NLP, Recommender Systems, A/B testing
Amazon Quicksight, Tableau

Email Marketing
(MailChimp/Mandrill, Klaviyo, Marketo, SpringBot, Hubspot, Salesforce), Email Automation, HTML/CSS

Adjunct Assitant Professor, New York, NY

2012 - 2013

- Instructed graduate-level students pursuing a Master's degree in Speech-Language Pathology at Columbia University and college graduates preparing for the speech pathology master's program at Marymount College.
- Delivered comprehensive instruction in Speech and Hearing Science, encompassing fundamental concepts and practical applications.
- Facilitated active engagement with scientific articles, fostering critical thinking skills through the evaluation and critical review of relevant research.

CUNY Graduate Center, New York – *Research Assistant*

2003 - 2013

- Engineered an intuitive MATLAB GUI, streamlining experiment control and data collection processes
- Leveraged advanced statistical analysis tools, including SPSS and Matlab, to conduct comprehensive assessments of speech and language perception experiments. Employed sophisticated techniques such as linear regression, logistic regression, ANOVA, and t-tests to extract valuable insights.
- Implemented machine learning models for predicting classification of voiced vs voiceless consonants in whispered speech
- Effectively communicated research findings and insights to a diverse scientific audience, contributing to the dissemination of knowledge and fostering collaboration within the scientific community.

CUNY Graduate Center, New York – *Information Technology Consultant*

2006 - 2008

- Delivered exceptional user support by providing hardware and software troubleshooting solutions to address over 20 customer requests per shift.
- Consistently exceeded expectations by effectively managing and following through on customer requests, ensuring swift issue resolution and satisfaction.
- Demonstrated a high level of proficiency in handling user support responsibilities, surpassing the standard workload of customer requests, and contributing to the seamless operation of the institution's IT services.

Propertyrover.com, New York – *Quality Assurance Specialist*

2005 - 2007

- Contributed to search query accuracy optimization by meticulously reviewing listings database search results, identifying and reporting discrepancies to the developers team for resolution.
- Played a pivotal role in enhancing the visual presentation of listings by conducting efficient batch image processing, contributing to an improved and visually captivating user experience.

Sterwa.com, Moscow/New York - *Co-Founder and Web Developer*

2000 - 2008

- Co-founded and developed "sterwa.com", a website dedicated to empowering women in personal and professional aspects.
- Spearheaded the concept development, designed the original architecture, and personally coded HTML/CSS web pages.
- Ensured optimal user experience by performing browser-compatibility checks and implementing search engine optimization strategies.
- Authored engaging and humorous articles to support the website's mission of empowering women.

Languages

English - Fluent/Bilingual

Spanish - Fluent

Catalan - Intermediate

Russian - Native

