



Yordan Ivanov

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11 Kensington High Street, 2nd Floor Studio D, W8 5NP, London, United Kingdom

WORK EXPERIENCE

19/02/2011 – 07/04/2014 – Madrid, Spain

MARKETING DATA ANALYST – TARIC.ES

Data analyst and generation of data reports for revenue improvement and monitor customer online acquisition, retention and engagement. Ensure strategic metrics such as visitor attendance, digital growth and engagement are tracked.

12/05/2014 – 19/10/2016 – Dublin, Ireland

STATISTICAL ANALYSIS – HUBSPOT.COM

Data analysis and data visualization. Lead the analysis and interpretation of online visitor data, providing insights to inform marketing, commercial and operational decisions. Working with several departments including marketing colleagues to monitor customer acquisition, retention and engagement.

22/10/2016 – 01/08/2018 – London, United Kingdom

DATA ENTRY SUPERVISOR – LYST-TECH.COM

Data analysis and data supervision. Taking ownership of the process of managing the availability, usability, integrity and security of the data in the company system based on internal data standards. Taking care of effective data governance.

21/09/2018 – 22/12/2019 – London, United Kingdom

DATA ENGINEER – CHARGEOLT.CO.UK

Data analysis and data modeling. Implementation of segmentation models and other frameworks from online visitor data. Generate understanding of how to engage with visitors. Direct data strategy and data driven decision making.

10/12/2019 – 19/02/2021 – London, United Kingdom

DATA MODELING – WEFARM.CO

Data mining and data modeling. Generate insights from online visitor data. Make recommendations to improve visitor engagement and revenue. Direct data strategy, producing a data roadmap that sets out how data is collected and leveraged. Oversee the tracking of visitor behavior and lifetime value, identifying opportunities that help achieve strategic objectives (growth, engagement, revenue, satisfaction).

02/03/2020 – 31/08/2022 – London, United Kingdom

FINANCIAL RISK ANALYST – LIBERTYSPECIALITYMARKETS.COM

Time series analysis, Risk adjusted returns analysis. Pricing, liquidity and volatility measurement. Generating data based reports for equity and blockchain markets. Producing a data roadmap that sets out how data is collected and leveraged. Working with several departments for risk assessment and improvement of returns on investment.

● EDUCATION AND TRAINING

15/09/1995 – 30/05/1998 – Varna, Bulgaria

HIGH SCHOOL GRADUATE – Navy Academy of Varna

Address Kv. Asparuhovo, Bulevard Narodni Buditeli 4, Varna, Bulgaria | **Website** <https://www.vmg.bg/>

02/10/2017 – 09/06/2021 – London, United Kingdom

BSC BUSINESS PSYCHOLOGY – Birkbeck University

Address 4 Gower Street, Bloomsbury, London, United Kingdom | **Website** <https://www.bbk.ac.uk/>

03/10/2021 – 12/09/2022 – London, United Kingdom

MSC DATA SCIENCE – University of London

Address Senate House Malet Street , London, United Kingdom |

Website <https://www.london.ac.uk/courses/data-science-msc>

● LANGUAGE SKILLS

Mother tongue(s): **BULGARIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
SPANISH	C2	C2	C2	C2	C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

My Digital Skills

Programming languages (Python and R program) | SQL | Backend | Data lineage