



## Yordan Ivanov

**Date of birth:** 01/07/1979 | **Nationality:** Spanish | (+44) 07713127730 |

[yordan1979.bg@gmail.com](mailto:yordan1979.bg@gmail.com) | <https://yordan-ivanov.github.io/personal-website> |

<https://www.linkedin.com/in/yordan-ivanov-689692251> |

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

### WORK EXPERIENCE

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

**DATA ANALYST – LIBERTYSPECIALITYMARKETS.COM (CONTRACT, FULL-TIME)**

- Time series analysis.
- Risk analysis.
- Liquidity and volatility measurement.
- Generating data based reports for equity and blockchain markets.
- Working with several departments for risk assessment and improvement of return on portfolio.

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

**DATA MODELING – WEFARM.COM (PERMANENT, PART-TIME)**

- 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).

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

**DATA ENGINEER – CHARGEOLT.CO.UK (CONTRACT, FULL-TIME)**

- 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.
- Process improvements, and developing machine learning methods.

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

**DATA ENTRY SUPERVISOR – LYST-TECH.COM (PERMANENT, FULL-TIME)**

- Data analysis and data supervision.
- Taking ownership of the process of managing the availability, usability and security of the data.
- Taking care of effective data governance.
- Process improvements, and developing machine learning methods.
- Prepare reports in the form of visualizations.

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

**STATISTICAL ANALYSIS – HUBSPOT.COM (PERMANENT, FULL-TIME)**

- 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 to monitor customer acquisition, retention and engagement.

19/02/2011 – 07/04/2014 – Madrid, Spain  
**MARKETING DATA ANALYST** – TARIC.ES (PERMANENT, FULL-TIME)

- Data analyst and generation of data reports for revenue improvement.
- Monitor customer online acquisition, retention and engagement.
- Ensure strategic metrics such as visitor attendance.
- Taking care of digital growth and customers' online engagement.

● **EDUCATION AND TRAINING**

03/10/2021 – 12/09/2022 – United Kingdom  
**MSC DATA SCIENCE** – University of London

**Address** United Kingdom

02/10/2017 – 09/06/2021 – United Kingdom  
**BSC BUSINESS PSYCHOLOGY** – Birkbeck University

**Address** United Kingdom

15/09/1995 – 30/05/1998 – Bulgaria  
**HIGH SCHOOL GRADUATE** – Navy Academy of Varna

**Address** Bulgaria

● **LANGUAGE SKILLS**

Mother tongue(s): **BULGARIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C2	C2	C2	C2
<b>SPANISH</b>	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**

Python | R-Programming | SQL | C# | HTML | CSS