



Yordan Ivanov

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WORK EXPERIENCE

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

DATA ANALYST – LIBERTYSPECIALITYMARKETS.COM

1. Time series analysis.
2. Risk adjusted returns analysis.
3. Pricing, liquidity and volatility measurement.
4. Generating data based reports for equity and blockchain markets.
5. 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.CO

1. Data mining and data modeling.
2. Generate insights from online visitor data.
3. Make recommendations to improve visitor engagement and revenue.
4. Direct data strategy, producing a data roadmap that sets out how data is collected and leveraged.
5. 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

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

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

DATA ENTRY SUPERVISOR – LYST-TECH.COM

1. Data analysis and data supervision.
2. Taking ownership of the process of managing the availability, usability and security of the data.
3. Taking care of effective data governance.
4. Prepare reports in the form of visualisations.

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

STATISTICAL ANALYSIS – HUBSPOT.COM

1. Data analysis and data visualization.
2. Lead the analysis and interpretation of online visitor data.
3. Providing insights to inform marketing, commercial and operational decisions.

4. 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

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

● **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