

MARIA STUKACHOVA

Business Analyst | Market Analysis | Process Improvement

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Minsk



EXPERIENCE

Business Analyst

Finstek

06/2023 - Present Location

Company Description

- Analyse market trends, competitor strategies, and user data to identify opportunities for innovation within our app suite (Mobile app - NDA)
- Maintain detailed documentation of business requirements, user stories, and product specification
- Optimize and document process flows for various production activities
- Assist QA and PO in testing new features, ensuring functionality and alignment with requirements
- Prepare detailed reports, presentations, and summaries of research findings to support decision-making processes
- Work on ASO to improve app visibility and conversion rates, enhancing overall app performance and user acquisition
- Manage team workloads by creating tickets, planning sprints, and ensuring timely delivery of project milestones

Business Development Representative (Marketing)

INSPECTORIO

07/2020 - 05/2023 Belarus

Company Description

- Conducted discovery calls to identify clients needs and matched them with appropriate solutions
- Performed market research, gathered insights from multiple sources, and presented findings to key stakeholders
- Developed and executed email marketing campaigns, enhancing client engagement and retention (HubSpot)
- Collaborated with cross-functional teams to improve lead nurturing and marketing automation processes through email, content, events and social media

Business Analyst

Brainnest

05/2022 - 07/2022 Bremen, Germany

Company Description

- Identified and analysed stakeholders needs, crafting tailored business solutions
- Evaluated organisational performance, implementing strategies to enhance efficiency
- Gathered and documented requirements for business solutions

Business Analysis Intern

Lublin Municipal Office

01/2020 - 02/2020 Lublin, Poland

Company Description

- Analyzed European Commission projects specifications, ensuring alignment with business goals
- Conducted in-depth performance analysis, leading initiatives for process improvement

Marketing Intern

Lublin Municipal Office

01/2019 - 03/2019 Lublin, Poland

Company Description

- Managed content and developed marketing strategies for "Study in Lublin" on Facebook
- Translated and localized website content, enhancing accessibility for international students
- Organized events for foreigners

EDUCATION

Bachelor's degree, Business Processes Analyst

Wyższa Szkoła Ekonomii i Innowacji w Lublinie

01/2017 - 01/2020

SUMMARY

Enthusiastic Business Analyst with 4+ years of experience in IT. Skilled in business and market analysis, requirements documentation, and strategic planning.

LANGUAGES

English

Proficient



Polish

Intermediate



Russian

Native



Spanish

Beginner



SKILLS

Sales

Documentation

Reporting & Analysis

Risk Management

IT Business Analysis

Requirements Analysis

UML Tools

Risk Analysis

Marketing Strategy

Research Skills

Market Research

CRM

Market Analysis

Social Media

Copywriting

Content Management

Email Marketing

Content Marketing

Customer Relationship Management (CRM)

Business Requirements

