ELENA TARASSENKO

IT SUPPORT ASSOCIATE | DATA ANALYTICS PROFESSIONAL

INFORMATION TECHNOLOGY A DATA A COLLEGE OF THE COLL

IMMEDIATE VALUE OFFERED

- Subject matter expertise in data visualization, statistical data analytics, data reporting, dashboard management, IT solutions, business strategy.
- **Verifiable success** in identifying market trends; developing data-driven strategies; enhancing client brand visibility; driving sales growth; and turning around underperforming businesses, operations, and processes.
- Champion all aspects of data sciences, business analytics, corporate engagement, client acquisition and retention, vendor relationships, and partnership development.
- Manage multiple projects and initiatives simultaneously from concept to completion, utilizing prioritization, multitasking, and time management skills to complete deliverables in alignment with requirements.

PROFESSIONAL EXPERIENCE

CORPORATE OPERATIONS MANAGER, EXTRA SPACE - BRONX, NY

2024-PRESENT

Supervise operations of several facilities in the Bronx region for Extra Space.

BUSINESS ANALYST, WORLD'S BEST CHEESES - ARMONK, NY

2023-2024

- Wrote code in Python and Tableau to extract and transform data into insights to help with inventory management and distribution operations.
- Completed advanced reporting in Excel for Inventory Management.
- Key Administrator for Samsara Driver GPS platform.

DATA SCIENTIST, ISLAND PEER REVIEW ORGANIZATION (IPRO) - NEW HYDE PARK, NY

2023-2023

- Optimized conversion of key departmental documents by writing and implementing Python code with an array of functions.
- Built databases for key client outreach: hospitals, psychiatrists, and other parties.
- Completed Exploratory Data Analysis on a significant database.

ADVANCED DATA REPORTING, SENIOR DATA ANALYST | TECH MAHINDRA - NEW YORK, NY

2022-2023

- Operate within a multifaceted senior software engineering role, overseeing daily responsibilities, including all aspects
 of data analytics, dashboard management, office administration, and business development activities.
- **Deliver value-added support** to leading Indian corporation with implementing advanced digitalization initiatives across key industries while cultivating cutting-edge software solutions as per client specifications.
- **Formulate dashboard** to highlight KPIs across all datasets established by vendors for Google while transforming extensive data into innovative business insights, thus supporting strategic organization decision-making processes.
- **Cultivate and maintain** comprehensive database for Google, proactively identifying dataset discrepancies and generating viable solutions while ensuring data quality, integrity, accuracy, and completeness.
- Automate AT&T answering system through leveraging complex statistical models and advanced technology, such as Smartsheet and Buganizer to generate codes, rectify records, and ensure effective data analysis.
- Completed multiple key projects for Google, thus receiving exceptional scores based on performance excellence.

DATA ANALYST, DATA STRATEGIST

ALTICE - LONG ISLAND CITY, NY

2021-2022

- Worked extensively with set-top box data. I also worked with DSP, LiveRamp and Neustar to optimize data vendor usage across the two platforms. Participated in bi-weekly meetings to discuss platform usage.
- **Supported high-profile organizations,** including leading Fortune 500 companies by conducting extensive data analysis while utilizing robust Python algorithms to orchestrate analysis plans for 4-data platform optimization.
- **Captured KPIs for multiple time zones,** facilitating advanced data analysis for Warner Brothers Discovery, along with using roust software systems, including SQL, Python, Google Data Studio, and Tableau.
- **Performed an integral role**, increasing profitability and year-over-year growth while communicating critical operational issues and supporting strategic decision-making through insightful reports and recommendations.

- **Earned increased responsibilities** based on performance excellence and strong work ethic while assisting advertising firm with executing multiscreen ad-campaigns for local, national, and political advertising clients.
- **Acquired extensive exposure and experience** regarding data strategy, advanced data analytics, vendor management, and partnership building while performing in-depth data analysis for key Forbes 500 media group.
- **Precisely gathered** 2-year impressions and subscriptions data to facilitate extensive database for vendors.

DEPUTY TO CEO, HEAD OF NEW YORK OFFICE | HORYOU MEDIA - NEW YORK, NY

2014-2021

- Spearheaded New York Office, maintaining full accountability for supervising cross-functional teams while assisting with generating wide-ranging databases for corporations, NGOs, and media outlets.
- **Enhanced social network's online presence** from start-up to a group of 2K+ organizations and 430K accounts while attracting potential clients through cold-calling, networking, and website management best practices.
- Oversaw social media strategy for Horyou and SIGEF, researching markets to identify opportunities while planning and coordinating highly-engaging events to build new industry contacts and drive business development.
- **Built detailed databases** of key industry networks while leading client-centered interactions and building long-term partnerships with Forbes, Bloomberg, and Huffington Post, thus elevating brand awareness.
- Utilized HR management acumen, hiring and recruiting highly qualified speakers for multiple international conferences, including SIGEF in Davos/Switzerland, Singapore, Tokyo/Japan, and Astana/Kazakhstan.
- **Planned and organized** social innovation international forum in Singapore, Japan, Davos, Switzerland, and online virtual edition while handling cross-cultural engagements and generating mutually beneficial outcomes.
- **Earned recognition from the Vice President** for developing long-term partnerships while directing customer engagements, negotiating win-win agreements, securing sponsorships, and attracting \$MM investments.

OPERATIONS MANAGER, LEADERSHIP DEVELOPMENT | WALMART INC. - KINGSTON, NY

2011-2013

- **Facilitated high-volume sales growth,** providing data-driven insights to various department leadership while optimizing growth opportunities, thus securing ranking as one of the most profitable stores across multiple regions.
- **Administered coaching, mentoring, training, and development** for associates and leaders while delivering constructive performance feedback to achieve team synergy and elevate efficiency, effectiveness, and productivity.

OPERATIONS MANAGER, LEADERSHIP DEVELOPMENT | DOMINO'S PIZZA - NEW YORK, NY

2010-2011

■ Turned around underperforming corporate store into highly profitable business, motivating operations team towards achieving organization objectives, thus realizing 30% weekly sales growth and exceeding annual targets. Focused extensively on inventory optimization and procurement

EDUCATION QUALIFICATIONS & CERTIFICATIONS

BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS - MA

2015

2008

— MASTER OF BUSINESS ADMINISTRATION (M.B.A.) BUSINESS ANALYTICS AND LIFE SCIENCES & HEALTHCARE ♦ GPA: 3.45

HONORS & AWARDS: DEAN'S LIST ♦ HONORS IN ECONOMICS

COLGATE UNIVERSITY - NY

— BACHELOR OF ARTS (B.A.) MATHEMATICAL ECONOMICS AND MATHEMATICS 🦫 GPA 3.42

CERTIFICATE, SPRINT ALGORITHMIC BUSINESS THINKING | SLOAN MIT (3.70)

CERTIFICATE, BUSINESS ANALYTICS | UNIVERSITY OF VIRGINIA (3.60)

CERTIFICATE, PYTHON FOR DATA SCIENCE | UNIVERSITY OF CHICAGO (3.40)

2024

CERTIFICATE, DECISION MAKING WITH DATA | KELLOGG NORTHWESTERN UNIVERSITY (3.65) 2024

CERTIFICATE, DATA ANALYST BOOTCAMP | COLUMBIA UNIVERSITY FU SCHOOL OF ENGINEERING (3.55)

CERTIFICATE, APPLIED DATA SCIENCE | MIT (GPA 3.52) 2022

CERTIFICATE, POST GRADUATE PROGRAM DATA SCIENCE BUSINESS ANALYTICS | UNIVERSITY OF TEXAS – AUSTIN (GPA 3.62)

CERTIFICATE, APPLIED DATA SCIENCE | COLUMBIA UNIVERSITY, COLLEGE OF ENGINEERING – NEW YORK, NY (GPA 4.0)

2021

TECHNOLOGY PROFICIENCY

MEMBER OF HONORSOCIETY.ORG