#### IT SUPPORT ASSOCIATE | DATA ANALYTICS PROFESSIONAL

### New York, NY | 917.843.1235 | Tarassenkoe@gmail.com | www.LinkedIn.com/in/Etara/

Information Technology ♦ Data Analysis & Reporting ♦ Operations Management ♦ Client Acquisition

#### **IMMEDIATE VALUE OFFERED**

- Subject matter expertise in Python and SQL, statistical data analytics, data reporting, dashboard management, IT solutions, business strategy with 5 years of Analyst experience.
- **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**

### SENIOR DATA SCIENTIST, ISLAND PEER REVIEW ORGANIZATION (IPRO.ORG) - NEW HYDE PARK, NY

2023-PRESENT

- Create Python code optimizing the conversion of key departmental documents utilizing an array of functions focused on providing high quality data for quantitative analysis.
- Build databases for key client outreach.
- Complete Exploratory Data Analysis on significant database pertaining to the Nurse Department focused on data quality.

### SENIOR DATA ANALYST | TECH MAHINDRA - NEW YORK, NY

2022-2023

- Operated within a multifaceted senior software engineering role, overseeing analytics, dashboard management, office administration, and business development activities.
- **Delivered 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.
- **Formulated 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.
- Cultivated and maintain comprehensive database for Google, proactively identifying dataset discrepancies and generating
  viable solutions while ensuring data quality, integrity, accuracy, and completeness.
- Automated AT&T answering system through leveraging complex statistical models and advanced technology, such as Smartsheet utilizing advanced Excel functionality 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 AND DATA STRATEGIST ALTICE - LONG ISLAND CITY, NY 2022

2021-

- Worked extensively with set-top box data for A4 Household Universe. Work with DSP, LiveRamp and Neustar to optimize data
  vendor usage across the two platforms. Participate in bi-weekly meetings to discuss platform usage. Consistently provided
  analysis in Excel to Data Partnerships and Data Analytics departments.
- **Supported high-profile organizations,** including leading Fortune 500 companies, Warner Brothers Discovery, 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 with emphasis on accuracy in code execution and on data quality in gathering the data from diverse sources.
- **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.COM - NEW YORK, NY 2015-2021

- Completed budget planning and extensive financial recording with ADP and KVB Partners for Horyou tax purposes.
- Analyzed data in Google Data Studio for leading SIGEF Conferences. Built all databases in Excel and performed Mail Merges in Excel.
- **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 substantial investments.

### MANAGER OF OPERATIONS, LEADERSHIP DEVELOPMENT | WALMART INC. - KINGSTON, NY 2013

2011-

- **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.

### MANAGER OF OPERATIONS, LEADERSHIP DEVELOPMENT | DOMINO'S PIZZA - NEW YORK, NY 2011

2010-

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

## INVESTMENT BANKING ANALYST | PEACHTREE CAPITAL ADVISORS - NEW YORK, NY 2009-2010

- Boosted group profitability.
- Key contributor to business expansion into a niche market investment banking group.

# INVESTMENT BANKING ANALYST, POWER TEAM, M&A TEAM, GAMING TEAM | BARCLAYS INVESTMENT BANK - NEW YORK, NY 2008-2009

- Key contributor to the successful completion of the Barclays and Lehman Brothers merger, a growing operation.
- Successfully completed strategic M&A projects.
- Worked efficiently with cross-functional teams.

### **EDUCATION QUALIFICATIONS & CERTIFICATIONS**

### BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS - MA 2015

— MASTER OF BUSINESS ADMINISTRATION (M.B.A.) BUSINESS ANALYTICS AND LIFE SCIENCES & HEALTHCARE ♦ GPA: 3.5 COLGATE UNIVERSITY – NY

2008

— BACHELOR OF ARTS (B.A.) MATHEMATICAL ECONOMICS♦ GPA 3.5

COMPLETED MOST ADVANCED CURRICULUM IN ECONOMICS AND ADVANCED COURSEWORK IN MATHEMATICS. HONORS IN ECONOMICS, DEAN'S AWARD.

COLUMBIA ENGINEERING, FU SCHOOL OF ENGINEERING BOOTCAMPS, DATA ANALYTICS, 4.0 2023

 $\textbf{Certificates, Great Learning: 1. Computer vision, 2. SQL \ and \ Database, 3. \ Capstone}$ 

CERTIFICATE, APPLIED DATA SCIENCE | MIT (GPA 3.5)

2022

CERTIFICATE, POST GRADUATE PROGRAM DATA SCIENCE BUSINESS ANALYTICS | UNIVERSITY OF TEXAS - AUSTIN (GPA 3.62) 2022

CERTIFICATE, APPLIED DATA SCIENCE | COLUMBIA UNIVERSITY, COLLEGE OF ENGINEERING - NEW YORK, NY (GPA 4.0) 2021