DMITRY PLAUNOV

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A full-stack person with 3+ years of experience in Product Analytics and CRO in one of the fastest growing companies in Europe (#1 in 2017). Fully automated analyst involvement in A/B test monitoring and reporting. Developed 20+ websites and web apps. A graduate from one of the top business schools.

SKILLS

As a developer

HTML, CSS
JavaScript
Django
Python

As an analyst

SQL, BigQuery
Tableau
Optimizely
Dynamic Yield
HotJar

As a product owner

Jira, Confluence
Team work
Sketching
Presentations

EDUCATION

Stockholm School of Economics in Riga

BSc in Business Administration and Economics, 2013 – 2016

№1 business school in the Nordic and Baltic regions in 2016 (Financial Times).

CERTIFICATIONS

Google Analytics certificate x2
from Google, 2018
Analyst with Python
from DataCamp, 2020
Online Marketing certificate
from Google, 2016

LANGUAGES

Russian – mother tongue
English – fluent
Latvian – fluent
French – basic
German – basic

EXPERIENCE (3+ YEARS)

Product Analyst / HelloFresh
Jan 2019 – Apr 2020

Key achievement: In a team of 2 built from scratch a tool:
- that fully automated monitoring and reporting of all experiment results
- allowed with a single click to see each individual customer's full history of interactions with the company (web, app, email, delivery, customer care, etc.)
- allowed to see the size and characteristics of any customer segment based on conditions entered by a user (e.g. loyalty, SKU purchase, devices used, etc.)

The tool fully automated analyst involvement in A/B tests and was used by 100+ analysts and product stakeholders across the company monthly.

I was responsible and actively involved in the entire process of its development - planning (Jira, Confluence), designing (Photoshop and sketching), data engineering (SQL, Jenkins, Airflow), front-end (JavaScript, HTML, CSS) and back-end (Django, Python).

Jr Conversion Rate Optimization Manager / HelloFresh
Jun 2017 - Dec 2018

- Set up and analysed performance of all Growth-related A/B tests (100+ experiments)
- Developed many experiments myself in JavaScript to launch them faster
- Increased the number of leads by 40%
- Automated parts of experiment tracking in Google Tag Manager
- Created dashboards that were used by multiple teams in analysing experiments and website performance (funnels, product uptakes, user paths, etc.)
- Onboarded Product Owners and Front-end Developers to A/B testing tools and approaches
- Investigated anomalies in data and reasons for experiment underperformance, which resulted in successful next iterations
- Shared knowledge and learnings in bi-weekly meetings with Analysts and Product Owners

Online Marketing Intern / HelloFresh
Dec 2016 - May 2017

- Set up, launched and reported 50+ A/B tests across all parts of the website - landing pages, checkout, and my-account area.
- Helped the Online Marketing team in developing landing pages and setting up tracking for their campaigns
- Conducted industry analysis of A/B tests run by competitors
- Set up tags and website tracking for new product launches

Business Development Intern / SmartLynx Airlines
Summer 2015

- Tracked and reported KPIs and other metrics
- Created summaries and presentations for the company's annual meeting
- Attracted a new ground operations partner
- Presented an Employee Satisfaction and Engagement report in collaboration with HR