

# Halina Kryvanos

📍 Minsk, Belarus

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## EDUCATION & CERTIFICATIONS

### Business Analyst

IBA| Belarus | 2025

### Data Analyst

CareerFoundry | Poland | 2022

### Project Manager in IT

IT Academy | Belarus | 2021

### Economist Manager

BIP - Institute of Law | Belarus | 2014

## LANGUAGE

English – B2

Russian - native

Polish – A2

## DOMAINS

Finance

Sales

Marketing

Healthcare

Social Network

## TOOLS & LANGUAGES

Tableau

PostgreSQL

Google BigQuery

Python

MS Office

Jira, Confluence

CRM

**Data Analyst / Business Analyst** specialized in modelling business processes and finance. 10 years of professional experience in a business management, digital marketing and sales. Skilled in visual analytics and data storytelling using Tableau.

## PROJECTS

April 2022 - Present

### Financial Report

- Provided **data strategy** consultation to the client team, aligning dashboard structure with stakeholder needs and business goals.
- Designed and optimized interactive **Tableau dashboards**, improving clarity, usability, and performance of financial visualizations.
- Conducted **data extraction and transformation** using SQL and Python (Pandas), ensuring clean, accurate, and reliable inputs.
- Built semantic **data models for** dynamic analysis of revenue, expenses, and departmental **KPIs**.
- Implemented error-handling logic in **ETL processes** and automated data refreshes to maintain reporting accuracy.
- **Integrated Tableau dashboards** with cloud-based data sources (Azure Data Lake, PostgreSQL) to enable advanced analytics on large datasets.
- Delivered full **technical documentation** for dashboard architecture, data flows.

### SocialBuzz Content Planform

- **Analyzed large data sets** of content categories that highlights the top 5 categories with the largest aggregate popularity.
- **Designed visuals** to effectively communicate the results by using a visual **AI assistant**.
- Created the **interactive dashboard in Tableau** to support strategic planning and position the platform for a successful IPO.
- Utilized **PosgreSQL, Python** to extract, clean, merge, and analyze raw data for dashboard integration.

## WORK EXPERIENCE

### Sales Manager | Sales Analyst

April 2014 –April 2022

*Stekloluks-Tehno | Equipment for glass processing* Belarus

- Led **sales planning** and performed **marketing analytics** driving a 60% increase in B2B sales volume.
- **Validated** and systematized **global suppliers** to ensure supply chain accuracy.
- Developed **Key Performance Indicators** to monitor sales and identify growth opportunities.
- Designed and maintained **monthly analytics dashboards** to provide proactive, actionable insights to stakeholders.
- **Reduced operational costs** by 17% through optimization of pricing strategy and recourse allocation.

### CFO| Business Analyst

July 2018 – March 2020

*Web Focus LLC | Internet marketing agency* Belarus

- Led **financial strategy, budgeting,** and **cost control**, ensuring **profitability** and financial transparency across operations.
- Developed and implemented **business processes** between management and development departments.
- Successfully **managed full-cycle** execution of 15+ high-impact projects, ensuring alignment with business goals, budget constraints, and timelines..
- Regularly **presented financial and operational KPIs** to investors and holding executives, contributing to long-term strategic planning.