Kirill Ilin

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SKILLS

Programming: Python, Tableau, SQL, Delphi.

Analytics: Google Analytics, Hubspot, SEMrush, PowerBI, DeepCrawl, Microsoft Excel, Eloqua.

EDUCATION

HARVARD EXTENSION SCHOOL, Cambridge, MA   2021
Graduate Certificate in Marketing Management and Analytics

NORTHEASTERN UNIVERSITY, Boston, MA   2021
Master of Science in Business Analytics
Master of Science in Technological Entrepreneurship

TURKU UNIVERSITY OF APPLIED SCIENCES, Turku, Finland   2018
Bachelor's Degree in Business Administration

WORK EXPERIENCE

BONAVA ST. PETERSBURG, St. Petersburg, Russia   2018 – 2019
Full-time, Digital Analyst, Marketing and Communications Specialist

- Successfully launched online content for two new construction projects, including providing digital support and analysis for brand campaign and performing web-site audit focused on user experience, resulting in 10% increase in sales from online leads and 2018 becoming the most profitable year.
- Researched and addressed website usability and performance issues, decreasing overall bounce rate by 8% and increasing lead conversion by 15%.
- Implemented custom personalized account function for users increasing conversion rate by 6% and customer retention by 20%.
- Developed and proposed a practice of usability tests by real users, which allowed me to identify and fix web-site usability issues, decreasing customers drop off rate by 10%.

BECARE LINK, New York, NY   2017
Intern, Marketing Manager

- Conducted healthcare market research, marketing and business strategy analysis which led to quicker launch of the product and new partnerships on the market.
- Provided reports to senior management on target markets which drove product go-to-market launch strategy.

MARITIME REGISTER, Turku, Finland   2015
Intern, Investigator's Assistant

- Completed financial documentation and process optimization project that reduced the amount of time required by contractors to fulfill all paperwork requirements by 60%.
- Analyzed B2B relationships and established agreements with foreign contractors, resulting in an increase in the number of clients.

PROJECTS

SEO Project: Managed business analytics and consulting team of 5 people for a marketing agency towards a successful SEO optimization project, resulting in increasing web-site traffic and conversion.

AB InBev: Conducted research of the Beer industry unique phenomena of zero advertising elasticity of demand by running over 20 regression models in different settings. Performed data cleaning and wrangling to achieve the result.

CVS Health:

- Conducted a sentiment analysis of the market experts' expectations from the Aetna acquisition and COVID-19.
- Ran regression models and predictions for the stock price to see how it performed relative to CVS's own and the market experts' forecasts.
- Reported research results in written format and visualization/informational dashboard.