

Kristina Kendall

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EXPERIENCE

Analytics Engineer

Jan 2024 – Present

Mentored Personal Development

Belgrade, Serbia

- Designed an ELT pipeline integrating calendar, health, and behavioral data via APIs for productivity optimization. Represented insights in Tableau with parameter controls, calculated fields, advanced tooltips.
- Scraped (*Selenium, Scrapy, Requests, BeautifulSoup4*) and modeled over 5,000 LinkedIn job postings, handling complex XPath selectors, anti-scraping measures, and text mining, filtering out 80% of irrelevant posts.
- Built Python scripts (*Pandas, NumPy*) for data cleaning, validation, and custom analytics logic. Automated workflows in Prefect, creating modular flows with retry logic, error handling, and SLA monitoring.
- Created BigQuery data models, leveraging partitioned/clustered tables and materialized views, while using advanced SQL (*window functions, subqueries, CTEs*) to optimize query performance and resource usage.
- Designed modular and incremental models, along with reusable macros in DBT, to standardize and optimize data across multiple sources. Used DBT testing to ensure data quality and integrity, reducing errors and enhancing data reliability. Configured production and development environments with GitHub Actions, streamlining CI/CD pipeline automation and reducing manual intervention.
- Provisioned an AWS infrastructure in Terraform, implementing custom IAM policies and lifecycle rules to optimize storage costs and ensure scalability of unstructured data in S3.

Tools: *Python, SQL, AWS, BigQuery, Tableau, DBT, Prefect, Airflow, CI/CD (GitHub), Kafka, Terraform, PySpark, Pytest, Docker.*

BI Data Analyst

Aug 2023 – Dec 2023

Trinity College London

London, UK

- Built multi-layered Tableau dashboards with time series forecasting and geospatial analysis. Added drill-through functionality and custom actions, improving data accessibility and increasing dashboard interactions by 40%.
- Migrated ETL Tableau Prep flows to PySpark AWS Glue jobs. Created data access in Redshift using partitioning and caching techniques. Leveraged custom operators and branching logic in Airflow, reducing pipeline execution time by 25% and improving dashboard performance and data latency.
- Conducted A/B tests on website layout and CTA buttons in Google Analytics and email campaigns in HubSpot. Proposed a set of marketing actions based on findings, delivering a 7% reduction in bounce rates and a 12% increase in click-through rates.

Tools: *Python, SQL, AWS, Tableau, Google Analytics 4, HubSpot, Airflow, PySpark, Asana.*

Marketing Data Analyst (Contract)

Apr 2023 – Jun 2023

Trint

London, UK

- Optimized Looker performance with persistent derived tables, blocks integration, target alerts. Integrated subscription and churn data with marketing performance metrics enabling tailored reports for stakeholders.
- Deployed modular data models, macros, and tests into production with DBT to automate insight generation. Debugged and enriched existing models, reducing pipeline maintenance by 85% and increasing data relevance. Utilized Git to manage source control integrated with Gitlab CI/CD.
- Used Salesforce and HubSpot data to design a customer journey model, mapping subscription touchpoints, CLTV, and lifecycle stages. Achieved a 15% increase in lead conversion, improved cross-channel attribution.
- Developed and maintained automated data workflows using APIs and Fivetran connectors, ensuring seamless data extraction from sources, such as Salesforce, HubSpot, GA4, Stripe, etc. Managed API integrations to synchronize data in Snowflake, enhancing data consistency and supporting high-frequency refresh rates.
- Resolved incorrect reporting of user interactions on the web platform and mobile apps in Mixpanel, transformed raw data into structured schemas in Snowflake, improving data accessibility and lineage.
- Optimized and maintained NoSQL MongoDB databases to improve query performance significantly and reduce data retrieval times by 30%. Configured replica sets for disaster recovery and high availability.

Tools: *SQL, Looker (LookML), Snowflake, DBT, Git/GitLab, HubSpot, Salesforce, Mixpanel, Stripe, MongoDB, Fivetran, Asana.*

Marketing Data Analyst

Jan 2022 – Mar 2023

Trinity College London

London, UK

- Created interactive visualizations in Tableau to present product performance and CRM data across key markets, providing actionable insights and tailored recommendations to marketing representatives.
- Self-taught Python within a short timeframe to automate data extraction through API calls from over 20 data sources, enabling real-time reporting and reducing manual data collection by 60%.
- Improved tracking and data accuracy in Google Analytics and Tag Manager by auditing tags and creating custom dimensions, events, and goals, reducing data discrepancies by 35% and expanding data utility.
- Optimized organic and paid social media (Facebook, Instagram, Twitter) by refining audience segmentation, A/B testing creative formats and post schedules, increasing follower growth by 5% and engagement by 10%.
- Optimized paid and organic search (Google Ads, SEO) by conducting keyword research and competitor analysis in Ahrefs, refining on-page SEO, and adjusting bids. Achieved a 18% increase in organic traffic and CTR, along with a 15% reduction in CPC and bounce rates, and improved search rankings and targeting.
- Optimized marketing campaigns in HubSpot by redefining behavior-based triggers and automated email sequences within workflows, reducing unsubscribe rate by 10% and increasing scroll depth.
- Migrated data from several PostgreSQL warehouses, to a new data lake in S3 and Redshift, using AWS Glue crawlers and PySpark scripts. Configured Airflow to manage dependencies and schedule data extraction.
- Built and maintained a data pipeline for daily processing of 5 million records in Airflow for website traffic, resulting in an 83% decrease in the load time for Tableau dashboards.

Marketing Manager

May 2021 – Dec 2021

Tiki Group

London, UK

- Analyzed website and social media data (Excel DAX, Google Analytics, Power BI) to develop marketing and operational strategies for events, successfully promoting both small (100+) and large (5,000+) scale events.
- Drove traffic to a newly launched website, reaching 8,184 unique visitors in 2 months by setting up Google Analytics tracking, conducting keyword research, and implementing both on-page and off-page SEO strategies.

Marketing Specialist

Dec 2020 – Mar 2021

Trendico

London, UK

- Analyzed website data to identify pain points in user journeys. Conducted A/B testing in Shopify to create a data-driven strategy and provide performance insights highlighting improvements in user experience.
- Evaluated the effectiveness of SEO strategies and assessed their direct impact on financial performance in a startup environment, driving business growth through data-driven optimization.

PR Assistant

Nov 2019 – Dec 2019

Ketchum

Moscow, Russia

- Analyzed customer feedback and campaign performance presenting recommendations in Power BI.

Marketing Specialist

Sep 2019 – Jan 2020

Staraya Ploschad Consulting Group

Moscow, Russia

- Analyzed results of PR strategy implementation and provided guidance for further PR support.

Marketing Manager

May 2019 – Sep 2019

ORA Pictures

Toronto, Canada

- Conducted market research, implemented a strategic plan based on profit and cost estimation.

Insurance Broker

Sep 2018 – Jan 2019

Malakut Insurance Brokers

Moscow, Russia

- Evaluated and chose the best insurance options for international clients and closed deals with them.

Analyst

Jul 2018 – Aug 2018

Tinkoff Bank

Moscow, Russia

- Worked in the bank's solvency verification team, later transferred to sales.

EDUCATION

M.S. Marketing Strategy and Innovation

Sep 2020 – Sep 2021

Bayes Business School, City University London

GPA: 73%

B.S. Financial Management in Public Sector

Sep 2016 – Jul 2020

Higher School of Economics

GPA: 89%

Exchange Placement at the UoE Business School

Jan 2018 – May 2018

The University of Edinburgh

GPA: 70%