

# Michael Zaharchenko

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## SUMMARY

Driven, cross-functional specialist interested in pursuing a career exploring the intersection between software engineering, data science, and digital marketing. Proficient in various programming languages, demand-side platforms, and analytics suites. Team player with strong leadership skills, systems-thinking abilities, and industry experience.

## EDUCATION

### NYU Tandon School of Engineering | M.S. in Computer Science | September 2023 - May 2025

- **Relevant Coursework:** Software Engineering, Principles of Database Systems

### Fordham University | B.S. in Marketing | August 2018 - December 2022

- **Relevant Coursework:** Programming with Python, Discrete Mathematics, Calculus, Statistics and Probability 1 and 2, Marketing Analytics, Global Marketing, Consumer Behavior, Marketing Strategy, Information Systems 1 and 2

### NYU Tandon School of Engineering | Computer Science Bridge Program | January 2023 - June 2023

- Extensively studied C++, data structures and algorithms, discrete mathematics, networking, operating systems
- Awarded Certificate with Distinction for outstanding academic performance

### iXperience | Data Science and AI Summer Program | July 2022 - August 2022

- Intensive 6-week program featuring boot camp and internship focused on working with data in Python
- Data preprocessing and cleaning to filter and manipulate datasets
- Data analysis, feature engineering, and visualization for effective communication of insights
- Supervised and unsupervised machine learning algorithms using scikit-learn to solve a variety of ML problems

## EXPERIENCE

### Amnesia Media | Data Science Intern | Intern Team Lead | July 2022 - August 2022

- Led a 10-person team through various projects including evaluation of existing error metrics and modeling
- Developed a natural language processing model with a >90% model accuracy with classification techniques outside coursework
- Achieved seamless communication between interns and management through effective project management
- Successfully delivered an engaging presentation of results and insights to senior management and iXperience staff and classmates

### Main Street ROI | Advertising Consultant | June 2021 - April 2022

- Directly allocated over \$1M in annual ad spend through Google Ads, Facebook Ads, Taboola, and Simplifi
- Achieved returns on ad spend exceeding 600% by developing modern, data-driven integrated marketing campaigns
- Built strong, long-lasting relationships with agency clients and partners through regular calls and engaging presentations
- Led a large account through a restructuring aimed at modernizing ad spend allocation and optimizing touchpoint engagement to improve conversion rates; doubled client's revenues in the first three months of the restructure going live

### ZZ Day Spa | Digital Marketing Manager | November 2020 - June 2021

- Built from scratch an integrated digital marketing strategy that led to 400% YoY revenue growth between 2020 and 2021
- Revolutionized the way the company generates conversions, prices and positions themselves in the market, and retains clients
- Designed and implemented a series of Google Ads campaigns; achieved 1100% ROI with this strategy
- Created a successful SEO strategy (technical, local, and link-building) that led to front-page rankings for high-value keywords

### CallCast.co | Marketing Associate | July 2020 - November 2020

- Learned principles of growth hacking- working with a small, scrappy budget to create big results
- Designed engaging paid social creative and conducted A/B tests to find winning combinations
- Developed and implemented an app store optimization strategy that led to consistent growth in ranking on high-value keywords

### NXTFactor | Public Relations Specialist | December 2019 - July 2020

- Proposed a YouTube influencer partnership that culminated in enough exposure to earn a client a feature in the New York Times
- Built and maintained key relationships with influencers in the restaurant space and various food columnists to promote coverage
- Achieved consistent social media account growth through analytics-driven content creation, engagement, and post scheduling

## SKILLS AND LANGUAGES

- **Languages:** Native/Bilingual Proficiency in Russian
- **Data Science:** Python (Pandas, NumPy, Tensorflow Keras, SKLearn, Seaborn, MPL, Scrappy, Selenium, NLTK)
- **Software Engineering:** C++, JavaScript (React.js, Vue.js), Python (Django), GitHub
- **Data Analytics:** MySQL, Tableau, Google Analytics, Adobe Analytics, Google Data Studio, Microsoft Excel
- **Digital Marketing:** Google Ads, Facebook Ads, SEMRush, TradeDesk, Taboola, WordPress, Technical SEO, SPSS