

MARYNA PAVLENKO

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[Portfolio](#)

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Experienced professional in business analytics executing data-driven solutions to increase efficiency, accuracy, and utility of data processing. Results driven, multi-lingual professional with a unique combination of broad and deep business and technology understanding.

EDUCATION

University of California, Paul Merage School of Business, Irvine, CA	08/2018 - 06/2019
<i>Master of Science in Business Analytics</i>	
Fullerton College, Fullerton, CA	02/2016 - 05/2017
<i>Double Major in Business Management and International Business</i>	
Odessa Mechnikov National University, Odessa, Ukraine	09/2011 - 06/2012
<i>Master of Arts in Linguistics</i>	
<i>Bachelor of Arts in Linguistics</i>	09/2007 - 06/2011

PROFESSIONAL EXPERIENCE

Data Con LA 08/2018-08/2018
Largest big data conference in Southern California.
Over 1800+ attendees

Volunteer

- Learned new big data solutions available to enterprises.
- Attended workshops and hands on labs to get familiar with other programming languages (ex. Julia), and AWS tools.
- Assisted to the network of experts, practitioners, decision-makers, and thought leaders in big data, IoT, and cloud computing.
- Participated in the discussion of AI applications in Fintech.
- Learned methods on effective data visualization.

Rehrig Pacific Company, Los Angeles, CA 10/2017-06/2018
One of the world's largest plastic container manufacturers and an international industry leader.

Staff Accountant

- Resolved data discrepancies by analyzing financial reports, and investigating inconsistencies.
- Decreased accounting errors by 18% by correct credit application and reconciliation of balances.
- Streamlined financial processes by integrating new accounting software JD Edwards EnterpriseOne. The latter enabled organize, maintain, record, and analyze financial information more effectively and efficiently.
- Assisted in smooth transition and adoption of the new technology. Ensured the data transfer is performed accurately and the access to real-time financial data is open.
- Monitored performance of programs after implementation.

Clicky Inc., Ukraine 12/2014-02/2016
Largest advertising and marketing company in Europe.

Financial Analyst

- Increased traffic quality by 34% by identifying fraud traffic through campaigns performance analysis (IP addresses, click-through-rate (CTR), conversion rate (CR), pages views (PV), bounce rate, page on time, etc.).
- Identified, measured and recommended improvement strategies for key performance indicators (KPIs: CTR, CR, PV etc.) by selecting high stream quality traffic, high performing web and mobile campaigns, optimizing profit margins and enhancing creatives.
- Propelled revenue growth by 1/2 million by the forecast of losses and earnings, allowing the company to intelligently manage and invest resources.
- Decreased customer churn by 28% by detecting and reducing bot traffic, providing ad campaigns with high ROI, implementing transparent policies, and building customer relationships.
- Reduced loss ratio by analyzing business performance reports and optimizing KPIs.

SKILLS

- Programming languages (SQL, R, Python)
- Data Visualization (Tableau)
- Statistical data analysis (Alteryx, Megastat)
- Machine Learning Techniques (Regressions, Decision Tree, Random Forest, XGBoost, SVM)
- ERP software (Oracle JDE)
- RPA software (UiPath's Enterprise)