

MARYNA PAVLENKO

714.853.7794

mpavlenk@uci.edu

Placentia, CA 92870

[LinkedIn](#)

Over 6 years' experience in **financial and marketing analytics** executing data-driven solutions to increase efficiency, accuracy, and utility of internal **data processing**. **Results driven, multi-lingual** professional with a unique combination of **broad** and **deep business** and **technology understanding**.

Proven track record of accomplishments in creating data regression models, using a **predictive data modeling**, and analyzing **data mining algorithms** to deliver insights and implement action-oriented solutions to complex business problems. Goal-oriented **team leader** with the capacity to create synergy and integrity in an organization. Skilled in **data management**, governance, **integration of structured and unstructured data**, **visualization** and presentation of data, **customer relationship building** and leading small groups.

KEY SKILLS

- Programming languages (Python, SQL, R)
- Data Visualization (Tableau, Gephi, advanced Excel)
- Database software (MySQL, MS Access)
- Machine Learning Techniques
- Statistical analysis
- Deep Learning
- Predictive Modeling
- Sentiment Analysis
- Text Mining
- Cloud Computing (AWS)

EDUCATION

- University of California, Paul Merage School of Business, Irvine, CA 06/2019
- **Master of Science in Business Analytics**
- Fullerton College, Fullerton, CA 05/2017
- *Associate's Degree in International Business*
 - *Associate's Degree in **Business Management***
- Odessa Mechnikov National University, Odessa, Ukraine 06/2012
- *Master of Arts in Linguistics*
 - *Bachelor of Arts in Linguistics* 06/2011

PROFESSIONAL EXPERIENCE

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.
- Performed data gathering, business performance analyses, trend analyses.
- Analyzed credit reports and approved credit applications.
- Decreased accounting errors by 18% by cleaning financial records.

Clickky Inc., Ukraine 12/2014-02/2016

Largest advertising and marketing company in Europe.

Financial Analyst

- Analyzed incoming traffic for fraud.
- Identified, measured and recommended improvement strategies for key performance indicators (KPIs).
- Propelled revenue growth by ½ million by accurate forecast of losses and earnings, allowing the company to intelligently manage and invest resources.
- Developed and introduced savings plan which identified low-margin projects.

Vintrest, Ukraine 12/2012-08/2014

Leading wine manufacturer in the Eastern-European region.

Marketing Analyst

- Utilized Google Analytics to analyze website traffic for trends and use patterns to quantify customer habits.
- Compiled data to be used to influence product direction.
- Prepared performance reports to assist management and sales team in evaluating projects.
- Performed competitive evaluations to project future market trends.

EI-Itex, Ukraine 12/2011-11/2012 [Contract]

Top Ukrainian importer and distributor of polyethylene products.

Logistics Analyst

- Identified and recommended changes by analyzing product delivery and supply chain processes.
- Determined the most economical modes of transportation by developing freight rate databases.
- Prepared reports on logistics performance measures.
- Monitored inventories of products or materials.