

MARYNA PAVLENKO

714.853.7794

[Portfolio](#)

mpavlenk@uci.edu

Over 7 years' experience in business 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.

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

Kaiser Permanente	01/2019-06/2019
Nation's leading healthcare organization	
Practicum Data Analyst	
<ul style="list-style-type: none">Developed predictive analytics and machine learning models to predict the customer churn rate.Identified the drivers of year-on-year retention of customers in small business groups.The findings to be used for future sales efforts.	
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	
<ul style="list-style-type: none">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.Calculated, summarized and analyzed data by creating Pivot Tables. Identified comparisons, patterns, and trends in the data.	
Clicky Inc., Ukraine	12/2014-02/2016
Largest advertising and marketing company in Europe.	
Financial Analyst	
<ul style="list-style-type: none">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) 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.	
Vintrest, Ukraine	12/2012-08/2014
Leading wine manufacturer in the Eastern-European region.	
Marketing Analyst	
<ul style="list-style-type: none">Analyzed site traffic with Google Analytics for trends and use patterns to quantify customer habits and influence product direction.Monitored site metrics: new visitors, direct traffic, dollar index, page views, conversion rate, etc.Increased conversion rate by 15% by strategizing marketing campaigns, targeting and customizing products.Optimized landing pages by fixing call to action broken links, building relevant content, analyzing and reducing bounce rate.Performed competitive evaluations to project future market trends.	

SKILLS

- | | |
|---|--|
| <ul style="list-style-type: none">Programming languages (SQL, R, Python)Data Visualization (Tableau Certified)Machine Learning Techniques | <ul style="list-style-type: none">Statistical analysis, Data analysis (Alteryx, Megastat)ERP software (Oracle IDE)Optimization tools (AMPL, Excel Solver)Microsoft Office Suite (Word, Excel, Access, PPT, Outlook) |
|---|--|