MARYNA PAVLENKO

714.853.7794   **Data Analytics Portfolio**   **mpavlenk@uci.edu**

Experienced professional 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
   Master of Science in **Business Analytics**

Fullerton College, Fullerton, CA   02/2016 - 05/2017
   Double Major in Business Management and International Business

Odessa Mechnikov National University, Odessa, Ukraine   09/2011 - 06/2012
   Master of Arts in Linguistics
   Bachelor of Arts in Linguistics   09/2007 - 06/2011

PROFESSIONAL EXPERIENCE

AT&T Inc.   [Contract] 08/2019 - Present
World's largest telecommunications company
Data Analyst
- Analyzed data sets with over millions of lines of data.
- Identified issues in product performance, developed new KPIs, visualized different engineering metrics.
- Built, automated and maintained dashboards using Tableau Desktop, Tableau Server and Tableau Prep.
- Performed yearly cost analysis based on projected calls/equipment costs/technician labor costs.
- Created complex SQL queries to gather data across multiple relational and data warehouse environments. (Teradata, Vertica, Hive, Hadoop, New Relic).

Kaiser Permanente   01/2019-06/2019
Nation's leading healthcare organization
Practicum **Data Analyst**
- Developed predictive analytics and machine learning algorithms to extract information from large dataset and predict customer churn rate.
- Conducted quantitative and qualitative large-scale data analysis.
- Identified the drivers of year-on-year retention of customers in small business groups.
- Created data visualizations and communicated the analysis results and findings to the teams.

Rehrig Pacific Company   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.
- Analyzed transactions and payment activities to ensure compliance with contract terms; reported observed fraud or abuse.

Clickky Inc.   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 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.
- Communicated analyses results/recommendations to clients and various senior level audiences.

SKILLS

- Programming languages (SQL, R, Python)
- Data Visualization (Tableau Certified)
- Statistical data analysis: hypothesis testing, ANOVA, linear regression (Alteryx, Megastat)
- Machine Learning Techniques (logistic regression, time series forecasting, classification models, neural networks, clustering)
- ERP software (Oracle JDE)