

MARYNA PAVLENKO

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[Data Analytics Portfolio](#)

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Over 7 years' experience in **business analytics** executing data-driven solutions and extracting meaningful business insights from **big data**. Results oriented, multi-lingual professional with a deep understanding of **ML** frameworks, ML pipelines and **statistics**.

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	
<i>Practicum Data Analyst</i>	
<ul style="list-style-type: none">Aggregated millions of consumer data records to develop robust predictive models, consumer trends systems, recommendations.Conducted quantitative analysis of large and complex data.Identified the drivers of year-on-year retention of customers in small business groups.Performed data wrangling and cleansing operations, developed analytical frameworks and applied advanced statistical techniques.Built presentation and dashboards to communicate granular statistical analyses to both technical and non-technical audiences.	
Rehrig Pacific Company, Los Angeles, CA	10/2017-06/2018
One of the world's largest plastic container manufacturers and an international industry leader.	
<i>Financial Data Analyst</i>	
<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.Helped integrating data into decision-making lifecycle.	
Clicky Inc., Ukraine	12/2014-02/2016
Largest advertising and marketing company in Europe.	
<i>Marketing Analyst</i>	
<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 CRM, key performance indicators (digital KPIs: CTR, CR, PV etc.) by selecting high stream quality traffic, web and mobile campaigns targeting, conducting audience segmentation analysis.Propelled revenue growth by ½ million by the forecast of losses and earnings, allowing the company to intelligently manage and invest resources.Analyzed granular user level data, social and transactional data to create innovative data-driven insights.Researched drivers of consumer behavior and content effectiveness.	
Vintrest, Ukraine	12/2012-08/2014
Leading wine manufacturer in the Eastern-European region.	
<i>Marketing Analyst</i>	
<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

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| <ul style="list-style-type: none">Programming languages (SOL. R (xgboost, caret, ggplot2 packages), Python (NumPy, pandas, scikit-learn))Data Visualization (Tableau Certified, PowerPoint)Statistical data analysis (Alteryx) | <ul style="list-style-type: none">Supervised and Unsupervised Machine Learning (clustering, xgboost, regression)Data Management Platforms (Krux, DCM)Cohesive story telling |
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