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
  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

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.
- Calculated, summarized and analyzed data by creating Pivot Tables. Identified comparisons, patterns, and trends in the data.

Clickky 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) by selecting high stream quality traffic, high performing web and mobile campaigns, optimizing profit margins and enhancing creatives.
- Propelled revenue growth by ½ 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
- 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.

El-Itex, Ukraine   12/2011-11/2012
Top Ukrainian importer and distributor of polyethylene products.

Logistics Analyst
- Reduced costs for transportation and storage by 20% by analyzing market, and selecting the most efficient mode of transportation.
- Predicted delivery time, associated costs, delay causes, estimated border wait time.
- Enhanced flow rate by negotiating optimal lead time with the manufacturing partners.
- Summarized data into reports to measure logistics performance.
- Optimized on time in full delivery, ensured order picking accuracy.

SKILLS

- Programming languages (SQL, R, Python)
- Data Visualization (Tableau)
- Machine Learning Techniques
- Statistical analysis, Data analysis (Alterix, Megastat)
- ERP software (Oracle JDE)
- Optimization tools (AMPL, Excel Solver)
- Microsoft Office Suite (Word, Excel, Access, PPT, Outlook)