Alexey Romanov

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Summary

Alex is a data analyst with an engineering and educational background. He sees his goal as an analyst in becoming an operator for businesses which create value, utilizing various analytical tools (e.g. Python, SQL, R, Tableau). He feels great when he's able to find solutions for a company that will affect the profit, customer acquisition, clarity, scalability, providing data-driven answers to the questions raised by business. He loves the team spirit, when people work smart towards big aims and support each other on the way.

Experience

Data Analyst

Shenzhen Ok Panda Ltd.

Jul 2021 - Present (8 months +)

• The company is in import-export trade field where I am in charge of marketing analytics.
• Responsibilities: Data cleaning, CRM system support, RFM analysis, customer data analysis, dashboard and report maintenance, Bigquery - database custom ETL jobs, Gitlab pipelines maintenance.
• Projects stack: SQL, Python, R, PostgreSQL, Bigquery, Metabase, Gitlab, Docker, Airflow, Power BI.

Marketing Data Analyst

Dorogo-Iom

Jun 2020 - Mar 2021 (10 months)

• Increased direct ads conversion rate by 68% by audience segmenting
and launching a series of marketing campaigns in Google Adwords, Yandex Direct, Avito classifieds for each product.
• Analysed and built a semantic kernel and launched a CRM system with distinct customer source segmentation.
• Performed data collection and analysis via CRM, Google Analytics, Yandex Metrica.
• Devised a digital marketing strategy for the company.

Co-Founder

Ponchitos Coffee Shop

May 2015 - May 2020 (5 years 1 month)

• Set up a family coffee shop in Yevpatoriya city with 4.8★ average customer rating. It was a startup, where everything was done from scratch.
• Managed the following operations daily: buying necessary equipment, renting commercial property, and getting supplies.
• Hired staff, ran social media campaigns and events to attract customers, gain credibility and loyalty for the coffee shop.

Co-founder & CEO

Atri Tour LLC

Jun 2009 - Apr 2018 (8 years 11 months)

• Set up a travel agency. Managed procedures with company registration and operations.
• Hired managers and worked on the company website & CRM system.
• Filed financial reports.

English Teacher

New Windows English Academy

Oct 2012 - Sep 2013 (1 year)

• Worked with groups of businessmen, preparing and giving lessons for students' daily needs, focusing on their pronunciation, grammar, business letter writing.
• Prepared lesson plans and provided them with materials to build their vocabulary on business-related topics.
• Taught English to adults and young learners, improving their oral English skills.

NOC Engineer

VimpelCom, Russia

Feb 2008 - Oct 2011 (3 years 9 months)

• Monitored and handled events on Ericsson, Nokia, and Huawei network equipment (BSS, NSS, GPRS core network) at the mobile services department.
• Managed incidents in Helpdesk system, communicating and coordinating resolution with different support levels including third-party partners and vendors.
• Maintained planned and recovery works, such as performing backups and restoration of systems.

QC Engineer

RAMEC-VS

Jul 2006 - Jul 2006 (1 month)

• Supervised the quality of the computer assembly line at QC department
• Run hardware and software computer tests

Education

The Bonch-Bruevich Saint-Petersburg State University of Telecommunications

Master's degree, Radio engineering

2003 - 2008

Licenses & Certifications

Python and Statistics for Financial Analysis - The Hong Kong University of Science and Technology

HC24YGYMR7KR

Google Data Analytics Professional Certificate - Google

ZT6XXRU7YYMZ

Python Core Course - Sololearn
1073-17600988

SQL - Sololearn
17600988-1060

Skills

Data Analysis • Google Analytics • Network Administration • Python (Programming Language) • SQL • R (Programming Language) • Business Development • Management • Spreadsheets • Customer Relationship Management (CRM)