



# Alexey Romanov

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 <https://itsoknoproblem.com/en>

## Summary

Alex is a data analyst with engineering and educational background. He sees his goal as an analyst in becoming a smooth 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



### Managing Director

Shenzhen Ok Panda Ltd.

Jul 2021 - Present (6 months +)



### Marketing Data Analyst

Dorogo-lom

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 Metrika.
- 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.



### English Teacher

IES Education

Mar 2018 - Jul 2018 (5 months)



### 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**

Peiji International Kindergarten

Sep 2013 - Jul 2014 (11 months)



### **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-Bruевич 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)