Рубцова Юлия Андреевна

Female, 35 years, born on 21 October 1989

+7 (981) 8470696
rubtsovayua@mail.ru — preferred means of communication

Reside in: Saint Petersburg, metro station Begovaya
Citizenship: Russia, work permit at: Russia
Not ready to relocate, not ready for business trips

Desired position and salary

Data Analyst

Specializations:
— BI analyst, data analyst
— Analyst
— Marketing analyst

Employment: part time, project work, work placement
Work schedule: remote working
Desired travel time to work: any

Work experience — 10 years 2 months

June 2024 — till now
6 months

Yandex Practicum

Student

Data analysis tools

-Basic Python
-Data Preprocessing
-Research data analysis
-Statistical data analysis
-The basics of machine learning
-Basic SQL
-Building dashboards in Tableau
-Types of data analysis and machine learning

Python libraries used:pandas, NumPy, SciPy, Matplotlib, Seaborn, Scikit-learn

February 2024 — June 2024
5 months

Freelance

Digital Marketing Specialist

Landing page creation, SEO optimization, semantics development, preparation, configuration and launch of contextual and targeted advertising

February 2023 — January 2024
1 year

MBsaun

Saint Petersburg, mbsaun.ru

Timber Industry
• Woodwork Products for Construction (Manufacturing)
Construction, Real Estate, Architecture
• Housing Construction
• Architecture, Design

Digital marketing analyst

Audit and analysis of data in contextual advertising, building hypotheses for tests, interaction with an advertising contractor

January 2023 —
July 2023
7 months

GuitarBattle
Saint Petersburg, GuitarBattle.ru

Media, Marketing, Advertising, PR, Design, Production
  • Production of Multimedia and Content, Editing

Digital marketing specialist

Landing page creation, SEO optimization, semantics development, preparation, configuration and launch of contextual and targeted advertising, e-mail marketing

June 2021 —
February 2023
1 year 9 months

Freelance

Digital Marketing Specialist

- Targeted and contextual advertising,
- Web analytics,
- SEO optimization,
- marketing research,
- creating, configuring and optimizing landing pages

September 2022
— November
2022
3 months

TSU RESEARCH INSTITUTE
Tomsk

Marketplace Specialist

Educational experience.
- Design and SEO optimization of product cards and content on MP Ozon, Wildberries, Yandex Market,
- planning and formation of supplies,
- pricing for MP,
- competitor analysis,
- launch of advertising on MP, VK and Yandex Direct,
- formation and analysis of the assortment matrix,
- calculation of profitability of entering the marketplace,
- calculation of the marginality of goods.

January 2021 —
July 2021
7 months

Yandex Practicum
Saint Petersburg

IT, System Integration, Internet
  • Internet Company (Search Engines, Payment Systems, Social Networks, Information and Educational, Entertainment Resources, Website Promotion etc.)

Digital marketing specialist

Learning experience:
- End-to-end analytics,
- cohort analysis,
- retention and LTV analysis,
- unit economics modeling,
- contextual advertising,
- targeted advertising,
- branding,
- web analytics.

November 2015
— May 2017
1 year 7 months

GUZHF LTD.
Saint Petersburg

Chief Accountant

- Management of the accounting department (3 staff units);
- control of all financial operations of the company;
- interaction with regulatory authorities;
- interaction with counterparties;
- forming a package of documents for the realization of services;
- control of accounting and write-off of inventory and fixed assets;
- participation in inventories;
- interaction with regional inspection authorities, statistical authorities;
- checking and carrying out of advance reports of employees, control of debts on accountable persons

January 2015 —
November 2015
11 months

JSC Slavyanka

Lead Economist

- Analysis of financial and economic activities of the enterprise;
- budgeting, plan-factor analysis;
- income and expenditure budget;
- cash flow budget;
- formation of a package of documents for applications for financing;
- control of spending limits for cash and cash equivalents;
- control of accounts receivable and accounts payable, writing off overdue receivables and payables;
- calculation and analysis of the cost of production by objects, profitability assessment;
- preparation of presentations on the economic activity of the enterprise.
During my tenure, I also evaluated the profitability of 20 hotels that are part of the company, which helped to optimize costs by 19%.

March 2011 —
January 2015
3 years 11 months

JSC Slavyanka

Lead Accountant

- Maintaining the materials section, receipt and write-off of inventory and services, commissioning of fixed assets;
- work in the bank-client system, compiling and uploading payment orders, bank statements;
- work with primary documentation;
- carrying out reconciliations of mutual settlements with counterparties.

Education

Higher

2011

St. Petersburg State University of Economics and Finance, St. Petersburg
Commerce and marketing, Commerce (trade business)

Professional development, courses

2023

Digital Marketing Specialist
Yandex Practicum, Digital Marketing

2022

Marketplace Specialist
TSU, Marketplace Specialist

2021

English
Yandex Practicum, English

2011

1C Accounting
Training Combine of Economics and Trade, Accountant

Tests, examinations

2024   **Yandex Direct Expert**
        Yandex Direct, Yandex Direct Expert

Electronic certificates

2024   Yandex Direct Expert

Skills

Languages   **Russian** — Native
             English — B2 — Upper Intermediate

Skills   Анализ конкурентной среды   Аналитические исследования   Аудит
          Аналитическое мышление   Маркетинговый анализ   Подготовка отчетов
          конкурентный анализ   Автоматизация контекстных кампаний   Аналитика
          Подготовка презентаций   Контекстная реклама
          Внешний аудит контекстной рекламы   Python   Анализ данных   pandas
          Сводные таблицы   Визуализация данных
          Работа с большим объемом информации   Data Analysis
          Работа с системами аналитики   Сбор и анализ информации   PostgreSQL
          SQL

Driving experience

Own car
Driver's license category B

Further information

About me   My strengths are an analytical mindset, a penchant for working with numbers and tables,
            idealism, observation, responsibility, ability to plan workload and work in a team.
            I love analyzing, looking for patterns and anomalies in data, building cause-and-effect
            relationships, I will not give up until I get to the truth.
            I do various active sports.
            I am constantly improving my level of English, watching movies in the original, listening to London
            radio stations on the road, trying to read books by English-speaking authors in the original.
            I would also really like to have the opportunity to practice and improve my English at work.