

MAKSYM SHAPOVALOV

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SUMMARY

Business Analytics Specialist with expertise in Power BI report development, data modeling, and performance optimization. Skilled in designing and deploying Power BI reports, dashboards, and data visualizations to drive actionable insights. Experienced with DAX, Power Query, SQL, and managing ETL processes while ensuring data quality. Collaborative team player, adept at working with stakeholders and maintaining comprehensive documentation. Continuously staying current with emerging BI technologies and best practices.

KEY SKILLS

- **Power BI Reporting & Dashboards:** Developing interactive dashboards for business analytics using DAX, SQL
- **Data Modeling & ETL Processes:** Designing complex data models and overseeing ETL processes
- **Full-Stack Web Development:** Creating responsive and scalable web applications using Flask and Python Backend
- **Frontend Development:** Building dynamic, user-friendly interfaces with HTML and CSS
- **Version Control (Git):** Managing source code and collaborating with remote teams
- **Web Design & Development:** Developing professional websites using WordPress and Shopify
- **Google Ads (Shopping) & Social Media Ads Management:** Managing and optimizing campaigns for increased ROI
- **Collaboration & Stakeholder Engagement:** Working closely with teams to deliver effective solutions

WORK

Team Leader & Logistics Coordinator, AgCertain, Boone, IA

Aug 2023 - Sept 2024

EXPERIENCE

- Developed a program in Visual Basic to automate shipping document processing, reducing time by 85% and eliminating errors
- Improved data accuracy, productivity, and efficiency across departments by implementing an automated document completion system

Marketing Analyst, Knopmax-Ukraine LLC, Kiev, Ukraine

Aug 2017 - Feb 2022

- Analyzed market trends and consumer behavior to inform data-driven marketing strategies, optimizing campaign performance and ROI
- Developed actionable insights through data analysis to guide product positioning, segmentation, and targeted marketing initiatives

Customs Data Analyst, Customs Service of Ukraine, Kiev

May 1997 - Apr 2016

- Managed export, import, and transit operations by implementing data-driven criteria for pre-analysis of high-risk transactions
- Led clearance processes, introducing data-driven decision-making to improve analytics in customs operations

EDUCATION

Advanced Power BI Certificate, Des Moines Area Community College, IA USA, 2024

Google Ads - Measurement Certification, Completion ID: 289278169, IA USA, 2024

Programmable Controllers, Studio 5000 Logix Designer, Certificate, IA USA, 2024

Bachelor of Financial Management, Interregional Academy of Personnel Management, Kiev Ukraine, 2008

Bachelor of Jurisprudence, Institute of Internal Affairs, Donetsk Ukraine, 2003

Specialist's Degree (Equivalent to Master's), Construction of Mines and Underground Structures, Donetsk National Technical University, Donetsk, Ukraine, 1995

PROJECTS

portfolio website: <https://resume-ms.com/>

LANGUAGES

Ukrainian & Russian (native), English (intermediate)