

# Maksym Shapovalov

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Portfolio: www.resume-ms.com · linkedin.com/in/mshapovalov

**Results-oriented** Business Analyst with over **15 years** of experience specializing in transforming complex data into actionable insights and **KPI-focused** dashboards using **Power BI, DAX, SQL,** and **Python**. Proven history of creating tangible improvements in small and large companies.

## Professional Highlights

- ◇ Expert in data management and strategic reporting, enhancing decision-making and operational efficiency. Consistently balances teamwork, poise, and professionalism
- ◇ Continuously update skills, applying Visual Basic, HTML, CSS, and Git in my projects

## Career Experience

Logistics Coordinator

August 2023 - September 2024

*AgCertain Inc, Boone, IA*

- Developed real-time Power BI dashboards to monitor shipments of all product types, incorporating both qualitative and quantitative metrics
- Implemented an automated system for generating shipping documents, eliminating human errors and enabling comprehensive analysis of shipment and goods receipt data
- Successfully automated reporting tasks, significantly reducing preparation time by 85%, and improving overall team efficiency

Marketing Analyst

August 2017 - February 2022

*Knopmax-Ukraine LLC, Kyiv, Ukraine*

- Implemented data-driven strategies and ran multiple A/B tests, increasing customer engagement by 20% and conversion rate from 1.5% to 4.8% through targeted marketing
- Developed critical product metrics and KPIs, monitoring user behavior, monetization, and retention, while implementing data-driven strategies that improved product positioning and amplified digital marketing campaigns, increasing campaign reach by 30% and ROI by 25%

Data Analyst

May 1997 - April 2016

*State Customs Service of Ukraine, Kyiv, Ukraine*

- Deployed advanced analytics for high-risk export and import operations. Result: 30% increase in pre-customs clearance accuracy and overall operational efficiency
- Developed comprehensive visual reports for senior management using extensive data from hundreds of thousands of import-export transactions, resulting in a 20% increase in compliance rates

## Education

Master's Degree Equivalent in Financial Management

*Interregional Academy of Personnel Management, Kyiv, Ukraine*

August 2006 - May 2008

Master's Degree Equivalent in Jurisprudence

*Institute of Internal Affairs, Donetsk, Ukraine*

August 2001 - May 2003

## Certificates

Advanced Power BI | Des Moines Area Community College

April 2024

Google Ads | Google

May 2024

Languages: Ukrainian, Russian (native), English (intermediate).