

# Maksym Shapovalov

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**LinkedIn:** [linkedin.com/in/mshapovalov](https://www.linkedin.com/in/mshapovalov) | **GitHub:** <https://github.com/shapovalov-maks>

**Portfolio Website:** [resume-ms.com](https://resume-ms.com)

## OBJECTIVE

Data Analyst with a proven track record in delivering actionable insights through data visualization and advanced analytics. Adept at using Power BI, DAX, SQL, and Python to drive strategic business decisions. Extensive experience in data governance, dashboard creation, and root cause analysis to enhance operational efficiency and support strategic decision-making.

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## WORK EXPERIENCE

### Logistics Coordinator

August 2023–September 2024

AgCertain Inc, Boone, IA

- Developed dashboards in Power BI & SharePoint that provided insights into sales trends and operational metrics
- Successfully automated reporting tasks, significantly reducing preparation time by 85%, and improving overall team efficiency
- Improved data governance by implementing auditing tools to enhance accuracy and integrity

### Business Intelligence Developer

May 2022–January 2023

PASS Inc, Green Cove Springs, FL

- Designed and built interactive visualizations and reports using Power BI and Excel significantly enhancing KPI monitoring
- Streamlined ETL processes, ensuring data accuracy and faster reporting for decision-making
- Conducted root cause analysis of data inconsistencies, collaborating across teams for effective solutions

### Marketing Analytics Specialist

August 2017–February 2022

Knopmax-Ukraine LLC, Kyiv, Ukraine

- Implemented data-driven strategies and ran multiple A/B experiments, increasing customer engagement by 20% and conversion rate from 1.5% to 4.8% through targeted marketing
  - Developed key product metrics and KPIs to monitor user behavior, monetization, and customer retention
  - Executed data-backed initiatives to refine product positioning and enhance digital marketing efforts, maximizing campaign reach and successfully increasing ROI
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## 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

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## SKILLS

**Technical Skills:** Power BI (ETL, DAX, SQL), Python, Visual Basic, PyCharm, HTML, CSS, Git.

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