



Mirinskaya Anastasiya Evgenievna

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Professional skills

- MS Excel – summary tables, formulas, sorting and filters, visualization, add-ons – data analysis package, finding solutions;
- Cluster analysis (pocket Statistica);
- classification (pocket Statistica);
- time series analysis (pocket Statistica – SARIMA, ARIMA, GARCH, Holt-Winters, exponential smoothing, trend models);
- regression models (pocket Statistica);
- neural networks (pocket Statistica);
- Requests for a sample in MySQL, working with DataGrip;
- Working with R and Python, C#;
- Working Power BI, Data Studio;
- Working with HTML, CSS, JavaScript;
- Working with Jira, Bitrix, GitHub, Slack;
- Working with GIT
- Working with Google Analytics, Google Tag Manager
- Working with Mouseflow (Heatmapping)

Experience

Computer set operator (KHNU)

October 2018 – March 2019

Main responsibilities: compilation and maintenance of materials for the Simon Kuznets Kharkiv National University of personal training systems

Course curator SMM (IMarketingschool)

October 2018 – February 2019

Main responsibilities: supervise the work of lectures and help students with questions

Specoalist working with Leads in DEGORENDER (*Design&architecturalvisualization*)

April 2019 – January 2020

Main responsibilities: optimization of accounting of potential customers (in Close), analysis of the effectiveness of incoming customer calls; make advertising post on business pages; social networking

Data analyst in WhiteBIT

March 2020 – June 2020

Main responsibilities:

Building analytics from scratch:

- compilation of technical specifications for programmers
- setting dashboards for marketing channels and main KPI
- product analyst
- web analyst
- SMM analyst
- google analyst, setting utm tags and triggers
- searching a problem and finding a solution to improve performance in website traffic analytics
- processing larger data arrays, SQL requests and storing received information, data visualization

Web analyst in Promodo

June 2020 – now

Main responsibilities:

- Setting up Google Analytics;
- Working with Google Tag Manager;
- Setting up Call-Tracking systems;
- Writing technical specifications for setting up tracking on the site for web developers;
- Checking the implemented TI
- Data visualization, creating dashboards in Google Data Studio, Microsoft Power BI
- google analyst, setting utm tags and triggers
- searching a problem and finding a solution to improve performance in website traffic analytics
- processing larger data arrays, SQL requests and storing received information, data

visualization

- Writing scripts to automate dashboards in R
- Prediction in Python

Education

2016 – 2020 – Simon Kuznets Kharkiv National University of Economics, Faculty of Economic Informatics, specialty – Department of Economic Cybernetics, Bachelor (4 year)

2020 – now – Simon Kuznets Kharkiv National University of Economics, Faculty of Economic Informatics, specialty – Department of Economic Cybernetics, Master (1,5 year)

2020 – now – Simon Kuznets Kharkiv National University of Economics, Faculty of Economic Informatics, specialty – Department of Information systems and technologies, Master (2 year) + French Program

Courses

Beetroot academy – front-end developer

Present Simple school – English (B1)

Hillel School – python developer

Google Analyst Courses

Language proficiency

Russian – fluently

Ukrainian – fluently

English – Intermediate strong

French – A2

Personal qualities

High learning ability, analytical mind, attentiveness, ability to work in a team, responsibility, initiative

