

# Veronika Varaksina

## Business Analyst

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I consider myself to be a dedicated and fast-learning person with a keen willingness to learn new skills. I am currently in my final semester of study for my master's degree and am looking for my entry into the business sector. I have gained a plethora of skills from my degree as well as from my previous work experience, which includes attention to detail, analytical skills, and critical thinking. I have a [website](#) that showcases my portfolio and projects that were completed at university or in my free time. My technical skills are:

- |                       |          |                      |
|-----------------------|----------|----------------------|
| ➤ SAP Business One    | ➤ Excel  | ➤ Zen Desk           |
| ➤ SAP S/4 HANA        | ➤ R      | ➤ Financial Planning |
| ➤ SAP Fiori           | ➤ SQL    | ➤ Statistics         |
| ➤ SAP Analytics Cloud | ➤ Python | ➤ Machine Learning   |

## Education

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### Victoria University

*Master of Business Analytics*

Cumulative GPA: 4.0/4.0

Melbourne, Australia

01.04.2021 – 26.09.2022

- Honours: Organisation of a workshop for R users at the university as part of Student society – VU DASA, worked with the RBusiness working group and the CPA Australia Business analytics group and completed the GVIP program)
- Relevant Coursework: Data Analytics, Data Visualisation, SAP, Machine Learning, Predictive Analytics, Artificial Intelligence, Experience Management, ERP Systems.

### University

*Bachelor of Economics (Entrepreneurship)*

Cumulative GPA: 3.1/4.0

Moscow, Russia

- Honours: Excellent economic theory course paper and excellent graduation qualification work "Enterprise access to foreign market strategy development".
- Relevant Coursework: Statistics, Econometrics, Corporate finance, Economic risks, Production management, Analysis and diagnostics of enterprise economic activity, Enterprise expense management, Tax management, Stock management in the supply chain, Pricing in the manufacturing industry.

### Lasalle College of the Arts

*Bachelor of Arts Management*

Cumulative GPA: 3.0/4.0

Singapore, Singapore

01.08.2012 – 30.05.2015

- Honours: Organized logistics for Lasalle's new campus opening in 2013 and organized the ANCER conference as a group project in 2014.
- Relevant Coursework: Management, Accounting, Arts history, Project Management, Human Resource management.

## Work Experience

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### Kogan

Melbourne, Australia

*Customer Care Representative - Marketplace*

22.06.2022 – Today

- Acted as an advocate for Kogan Marketplace customers and ensure compliance from Marketplace sellers on all customer-related queries.
- Monitored, and resolved Marketplace seller tickets and disputes.
- Liaised with Marketplace, Customer Support and Sales, Marketing, Operations and other relevant teams to assist with Marketplace seller quality control.
- Worked effectively with internal departments to achieve successful outcomes for customers including documenting and creating effective and efficient processes regarding customer query resolution.
- Rectified improper customer service practices from Marketplace sellers.
- Proactively reviewed ticket queues including but not limited to disputes; dissatisfied customers; tickets taking too long; tickets with too many back-and-forth emails; sellers on probation; sellers with high fault rates; and random spot checks.
- Improved customer experience and retention rate on the Kogan Marketplace
- Created and update guides for the Kogan Marketplace Knowledgebase.
- Analysed and actioned reports on seller metrics to assist with seller quality control and management.
- Ensured all stakeholder queries are resolved in an effective and timely manner.

### Energy capital

Moscow, Russia

*Finance manager*

10.10.2015 – 30.10.2020

- Monitored day-to-day operations like invoicing, payroll, and others.
- Tracked performance indicators, current versus planned.
- Performed financial analysis of the health of the company, including turnovers, liquidity, returns, etc.
- Initiated development of cost-saving projects that resulted in a profitability increase from 1.5% to 4,5% in three years.
- Validated plans of new equipment procurement and prepared budgeting on new investment projects with several scenarios. For example, the purchase of an industrial laser cutter or entering a foreign market.
- Reported monthly and quarterly on all financial activities of the company: balance sheet, p/l statements, cash flow statements and statements of shareholder equity.
- Collaborated with management on creating and executing financial strategies.
- Developed a pricing strategy based on the cost method.

## Achievements & Interests

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- Language: English (IELTS - 8, CAE - 205)
- Website building (Html, CSS)
- Volunteering (Affordable Art Fair, Sotheby's Auctions, FOH at events)
- Hosting (MC at SAP Academic Alliance Conference)

An example reference is showcased below. Further references can be provided upon request.

14 June 2022

Dear Sir/Madam

**Reference Veronika Varaksina**

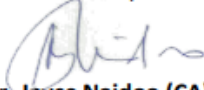
I have known Veronika as a student in two subjects I taught her, namely, Experience Management and ERP Systems in 2022, both virtually and face to face, respectively. In this capacity, I was able to get to know Veronika's distinct capabilities not only as a student but her ability to meet deadlines and work in a team.

Veronika has stood out as a highly intelligent, conscientious and enthusiastic student. The enthusiasm is reflected in her drive towards going the extra mile when working on her research papers and providing her leadership skills when managing her team during breakout sessions and assessments. She also asks pertinent questions when she is unclear about anything and is ever willing to respond to questions posed.

I believe that Veronika has the necessary skills and abilities as evidenced by her impeccable academic grades and her willingness to not only work independently but also in a team.

I strongly believe that any company will be gaining a genuine asset in Veronika.

Yours faithfully



**Dr. Jayce Naidoo (CA)CAANZ**  
**Senior Lecturer**  
**VU Business School**

**Victoria University**  
**VU Tower (Level 14)**

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