

KSENIIA TSAPENKO

DATA ANALYST

CONTACTS

+380952217680

kseniia@tsapenko.me

[Linkedin](#)

Poltava, Ukraine

HARD SKILLS

- SQL
- Advertising Analysis
- Python
- A/B tests

TOOLS

- Google Sheets/Excel
- Tableau
- Power BI
- Google Analytics

SOFT SKILLS

- Collaborative
- Attentive to details
- Strong analytical thinking
- Problem-solving skills

EDUCATION

GoIT School

Data Analytics • 2023-2024

Kharkiv National University of Radio Electronics

Master's degree at IT in Biomedical Sciences • 2016-2018

Bachelor's degree at Biomedical Engineering • 2012-2016

LANGUAGES

- English - Upper-intermediate
- Ukrainian - Native

SUMMARY

Motivated, teamwork-oriented and responsible data analyst with experience in digital marketing. Have customer support and project management background. Experienced in developing technical documentations, visualizations, and providing data insight to drive strategic decision-making. You can find my portfolio at <https://tsapenko.me/#portfolio>

EXPERIENCE

Namecheap, Inc.

Jr. Marketing Analyst / BI Specialist • 2023 - 2024

- Create SQL datasets for the reports
- Create, update, and optimize reports related to Paid Search
- Find outliers in datasets and fix errors in reports
- Collaborate with the marketing team to evaluate ads campaigns performance

Project Coordinator • 2021-2023

- Coordinated transition of the Technology department (450+ employees) to Google Shared Drive
- Together with the project team, created the Google Shared Drive Policy for the Technology department
- Created an automated report for users' data deletion (UDD) requests
- Analyzed the UDD requests for 5 years and initiated an automation of users data deletion

Middle Customer Support QA Analyst • 2021

- 1200+ checked customer support chats
- 20+ saved clients (fixed customer support mistakes, follow-up tickets to the clients)
- Provided feedback to customer support representatives

Subject Matter Expert • 2019-2021

- Supported 10-15 customer support specialists each shift
- 200+ approved edit suggestions for internal knowledgebase
- Created 1 article for internal knowledgebase, 5 guides for external knowledgebase