

Jenya Lestina

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SUMMARY

Marketing Data Analyst with 1+ years of experience in data analytics and digital marketing. Seeking a position as a data analyst in a technology-focused company.

HIGHLIGHTS

- Passionate about creating elegant solutions to complex problems
- Self-driven, quick learner, hardworking
- Detail oriented problem-solver, works well with a team, asks for help when needed
- Excellent communication skills with a focus on effective solutions and building relationships with coworkers and clients

KEY TECHNOLOGIES

- SQL Server
- Transact-SQL
- Python (incl. NumPy, Pandas, Matplotlib, TensorFlow, Seaborn)
- Java
- Google Drive Suite
- Google Analytics
- Google Data Studio
- Google Search Console
- Expert-level Excel
- SEMrush
- KW Finder
- Ahrefs
- Time series data
- InfluxDB
- Google Tag Manager (to interface with GA, Facebook, Twitter, etc)
- Knowledge of statistical analysis

SKILLS & EXPERIENCE

Marketing Data Analyst / SEO Specialist, Upgrow Inc.

Mar 2019 – Current

- Identified an opportunity to improve efficiency in a critical workflow task and designed and wrote a program in JavaScript to automate this task, thus saving each PPC specialist 1-2 hours per day.
- Conceived and built a PPC reporting dashboard using JavaScript and Excel that provides automated, near-real-time, at-a-glance reporting of key PPC metrics. This replaced a time-consuming manual process.
- Collected, analyzed, and reported data using Python, NumPy, Pandas, and Matplotlib in Jupyter Notebooks.
- Led meetings and managed projects for SaaS clients including InfluxData, Split Software, Blendo.
- Used Excel and SQL to analyze data from Google Analytics, Google Search Console, SEMrush, and Ahrefs.
- Researched and wrote SEO optimized content using KW Finder and Clearscope for a range of SaaS companies.

Account Representative, OmniFlow Consulting

Jan 2018 – Feb 2019

- Responsible for direct sales of telecommunications products and services.
- Provided general technology expertise to clients and in-house team as needed.

Web Development & Graphic Design Intern (Part-Time), CodeX Enterprises

Apr 2015 – Jan 2018

- Created responsively-designed websites by hand using HTML, CSS, PHP, and JavaScript.
- Configured and modified content management systems such as Wordpress, Drupal, and Webflow.
- Designed, created, and maintained databases in MySQL.
- Web Design, layout, and graphic design using Adobe Illustrator, InDesign, and PhotoShop.

EDUCATION & CERTIFICATIONS

A.S. in Computer Information Systems, 2018
Community College of Allegheny County, Pittsburgh, PA

Full Stack Web Development Certification, Free Code Camp
JavaScript, Java, HTML/CSS, Certified Microsoft Technology Associate
Google Analytics Certification, Google
ClickMinded SEO Certification, ClickMinded