Maryna F.
Senior Senior Data Analyst, Salesforce Specialist

SUMMARY

- Highly experienced developer, team lead, and analyst focused on developing customized solutions.3 master's degrees, 15 years of experience, 4 major projects in leadership positions, and numerous Salesforce projects.
- Upper-Intermediate English

TECHNICAL SKILLS

Main Technical Skills	Salesforce, MongoDB, Power BI, Oracle Database, CRM
Programming Languages	JavaScript
JavaScript Frameworks	Angular, jQuery, Node.js, React
UI Frameworks, Libraries, and Browsers	Chart.js, jQuery
Salesforce Ecosystem	Salesforce
Data Analysis and Visualization Technologies	Google Spreadsheets, Power BI, Tableau
Databases & Management Systems / ORM	MongoDB, Oracle Database, SQL, T-SQL
Cloud Platforms, Services & Computing	GCP, Zapier
Google Cloud Platform	Google Data Studio
SDK / API and Integrations	API
Platforms	Salesforce, Xero
Other Technical Skills	Google Cloud SQL

EXPERIENCE

Chief Finance Officer, Codersclan, Israel Company

2021 - present
Responsibilities:

- Developed a complex CRM software system (Priority, Xero, Google APIs integration) to track finance KPIs, resulting in improved financial monitoring and analysis capabilities.
- Automated daily accounting operations and reporting system, reducing manual effort by 80% and enhancing accuracy and efficiency.

Freelancer (Top-rated, 100% success score), Upwork

2016 - present
Responsibilities:

- Completed 15 successful projects, delivering high-quality solutions to clients.

Analyst, Q51, US retail company

2021-2021

- Designed and executed an ETL process to migrate consolidated sales data (more than 5 million records), stored in a Salesforce database into a unified Google Cloud SQL server. The ETL process involved comprehensive data cleansing, transformation, and enrichment to ensure accuracy and consistency.
- Collaborated closely with the marketing team to comprehend the nuances of business processes.
- Developed a comprehensive analytical dashboard using Google Data Studio that provided a consolidated view of sales data, bonuses, discounts, and customer trends.
- Engineered automated data synchronization processes to ensure that the analytical dashboard remained up-to-date with real-time data.

Lead Developer, Nobel Coaching & Tutoring, US startup

2017 – 2019
Responsibilities:

- Led the development (team of 5 devs) of an internal CRM system for employee management, leveraging Google Cloud Environment, Google App Scripts, JavaScript, SQL, jQuery, and APIs.
- Integrated SQL database functionality into the cloud infrastructure and web app, optimizing employee management efficiency by automating key processes, and reducing administrative tasks by 30%.
- Automated a scheduling and time tracking system, streamlining employee management processes in 20 different time zones.
- Launched an invoicing system, ensuring accurate and efficient financial transactions for 500 clients per month.
- Created an analytical dashboard displaying financial performance and employee metrics, enabling data-driven decision-making.

Big Data developer, Upwork Internal System

2017-2017
Responsibilities:

- Provided reporting (T-SQL, Big Query SQL) for the marketing department, enhancing customer service and optimizing customer targeting (150K of active customers, millions of transactions).

Lead Developer, Energosteel, Ukraine, manufacturing enterprise

2012 – 2016

Responsibilities:

- Led the development of a CRM system (T-SQL, Oracle, full-stack) from scratch, enabling efficient business management of 400 customers.
- Implemented data mining and predictive analytics methods for forecasting tendencies, thus enabling cost-effective decision-making.
- While analyzing 8000 potential customers identified the most promising regions for development, which resulted in the opening of three representative offices with monthly revenue of $500K.
- Collaborated with management and users to define business process flows and optimize operations, enhancing team build and productivity.
- Introduced an automatic rewards system based on profitability, motivating staff, and improving performance.

EDUCATION

Executive Master of Business Administration, Quantic School of Business and Technology, Washington, D.C., US

Master's degree in Economics, Donetsk National University, Ukraine

Master's degree in Computer Science, Donetsk National Technical University, Ukraine