

Hiring software engineer as easy as calling a taxi.

# Maryna F.

## 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

### SKILLS

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

