

Valeriia Niskorodova | Marketing Analyst

| [LinkedIn](#) | Montenegro → open to relocate

SUMMARY

- Marketing Analyst with 4+ years of experience in fintech, transforming raw data into actionable insights through a diverse skill set and cross-functional collaboration - with marketing, product managers, engineers, and other analysts.
- Strong background in shaping product strategy, automating workflows, user behavior analysis, dashboard development, and enhancing marketing performance.
- Collaborate with data teams to ensure clean pipelines, reliable metrics, and scalable analytics solutions.
- Approach analytics as a way to connect data with business value - always focused on impact, clarity, and execution.
- Achieved measurable results — saved \$100K fraud losses, and accelerated marketing decision-making by 4x.

TECHNICAL SKILLS

Languages: Python, SQL (ClickHouse, SQL Server, PostgreSQL)

Visualization: Power BI, Tableau, Grafana, Dynatrace

Tools: Git, Bash/Zsh, Jupyter Notebook, PyCharm, Google Ads, Apache Spark, AWS

Concepts: Statistical Data Analysis, Marketing Attribution, Campaign Efficiency Analysis, User Behavior Analysis, Scenario and Simulation Analysis, Pre-Post Analysis, Causal Inference (DiD), A/B Testing, ETL / ELT

PROFESSIONAL EXPERIENCE

Marketing Analyst | Montenegro

Jul 2022 — Present

Global fintech company with 3M+ clients and 27+ years of market presence.

- Designed and rolled out a fraud-detection metrics framework that saved \$100K+, identifying a single partner responsible for 95% of fraudulent traffic by analyzing client behavior and uncovering unusual patterns.
- Saved 4 hours of daily manual work for the Analytics team and reduced wait time for the Marketing team by developing a self-service Power BI dashboard to evaluate performance of campaigns with customizable filters and integrating ML solutions to assess lead quality.
- Saved the marketing team several days of waiting for an A/B test slot by conducting a DiD analysis with a PSM control group, which revealed that the uplift was due to seasonality and helped reallocate marketing budget effectively.
- Improved affiliate channel profitability by 15% (from negative to positive) through scenario analysis and simulation modeling, helping the marketing team evaluate partner tier uplift and optimize collaboration strategy.
- Identified that 20% of leads had complex cross-channel touchpoint chains through analysis of mobile/web traffic and marketing campaigns, revealing data coverage gaps that limited the feasibility of applying a Shapley attribution model.

Analytics Engineer |

Mar 2021 — Jun 2022

A leading IT and BI firm of 500 professionals renowned for its cutting-edge data solutions and strong presence across the CIS region. Maintained key components of the bonus loyalty program for the largest bank in Eastern Europe, ensuring stable performance and uninterrupted service for over 50 million customers.

- Optimized core loyalty program processes, generating ~\$25K annually, by reducing customer complaints by 50% and erroneous bonus write-offs through optimizing and rewriting SQL procedures.
- Improved geoanalytical process efficiency, reducing calculation times by 50% through optimizing SQL procedures for new merchants.
- Resolved 20+ incidents, as measured by enhanced internal user satisfaction, by ensuring data clarity.

EDUCATION

Bootcamp, Yandex Practicum

Sep 2020 - Feb 2021

Data Analytics bootcamp

Bauman Moscow State Technical University

Sep 2016 - Aug 2020

Bachelor of Biomedical Engineering Systems

OTHER

Volunteer, AIESEC

Jan 2015 - May 2016

Organized the conference and seminar for 50+ people who are going to volunteer in another country.