



# Irina Chelpanova

Product Analyst | Web Analyst

## Profile

I have been working as an analyst for almost 7 years, started from web-analyst and growing up to product analyst. In my 3 last companies, I built an analytic system from scratch, and I used a lot of analytics tools.

## Employment History

*Senior product analyst at Ruform, Moscow*

December 2019 – Present

The main task is to help managers make product decisions.

Creating all product reporting, conducting AB tests.

Working with Redash, Clickhouse, Yandex metrica, App metrica.

Improving user experience in service;

Working with the recommendation system, search, personal account, registration page, landing page.

*Marketing analyst at Mybook, Moscow*

December 2018 – May 2019

The main goal is to help the marketing department make campaign decisions.

Unit economics for the marketing department: LT, LTV, cohorts, ARPU, ARPPU, ROI, Churn rate, user behavior analysis, etc.

Building dashboards and automatic reports in DataStudio, Redash.

Based on these reports, the chief marketing department made campaign decisions.

Working with development team for the implementation of analytics events.

Working with analytics tools: Google Analytics and Yandex.Metric, Appsflyer, Amplitude, basic Python.

*Product analyst at Evotor, Moscow*

September 2017 – November 2018

The main goal is to connect the web-analytics and the product analytics to understand the business. Create cross-cutting analytics.

Configuring web-analytics: ecommerce, events, goals and metrics;

Testing new features;

Customizing reports and graphs;

Creating dashboards;

Comparing with the analytics data with the database, checking the site;

Configuring Mobile Analytics;

Suggestions for site improvement, audits;

AB testing;

Working in the Oracle database and Postgresql / middle SQL;

## Details

Moscow, Russian Federation,

+79209708877

[i.chelpanova@yandex.ru](mailto:i.chelpanova@yandex.ru)

Date of birth

29.01.1990

Driving license

A, B

## Links

[LinkedIn](#)

[UpWork](#)

## Skills

SQL

Google Analytics

Firebase

HTML

Google Adwords

BI systems

GTM

A/B Testing

Basic Python

Product metrics

## Hobbies

I like to study space, I have all Hawking books and a telescope. In my free time, I draw comics about inanimate objects :)

## Languages

Russian

English

Working in BI systems like Tableau, DataStudio, Metabase, Oracle BI;  
Also tools: GA, Firebase, GTM, Optimize, Webmaster, etc.

#### *Internet marketing specialist at Inier, Moscow*

May 2015 – September 2017

The main goal is to manage advertising by analyzing it.  
Working with analytics tools: Google Analytics and Yandex.Metric;  
Conducting advertising campaigns in Adwords and Yandex.Direct, Bing ads, Mytarget;  
Prototyping sites and Landing page in balsamiq;  
Implementation and work in Google Webmaster tools and Yandex.Webmaster;  
Weekly / monthly reports for my chief;  
Work with different online tools for project management: Basecamp, Asana, Megaplan.

#### *Analyst / marketing specialist at Leadmachine, Ryazan*

April 2013 – April 2015

It is a full stack analyst agency.  
Working with analytics tools: Google Analytics and Yandex.Metric  
Implementation of ideas for increasing the conversion on the site;  
Working in the administrative part of the site (HTML and CSS);  
Copywriting for seo and writing articles, my work in the blog:  
<http://leadmachine.ru/author/i-chelpanova/>  
Compilation of a semantic kernel, selection of pages for promotion;  
Implementation of content promotion strategy;  
Coordinating the work of contractors to develop sites and landing pages;  
Prototyping sites and Landing page in balsamiq, preparing presentations and prototype protection;  
Implementation and work in the tools Google Webmaster and Yandex.Webmaster  
Working with ads: Google Adwords, Yandex.Direct  
Doing email marketing for clients (Mailchimp)  
Weekly / monthly reports for clients

#### *Content-manager at Rumex, Ryazan*

June 2012 – April 2013

Updating sites with content. Editing pages (html, css ).

## Education

*Bachelor, Ryazan State Radio Engineering University, Ryazan*

September 2007 – June 2012

Faculty of Automation and Information Technologies in control,  
Metrologists.

## References

*Irina Gudkova from Leadmachine*

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*Denis Navoichik from Mybook*

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