



Irina Chelpanova

Product Analyst | Web Analyst

Profile

I have been working as an analyst for almost 9 years, started from web-analyst and growing up to senior product analyst. In my 3 last companies, I built an analytic system from scratch, and I used a lot of different analytics tools.

I am looking for a remote part-time job.

Employment History

Senior Product analyst at Ruform, Moscow

December 2019 – April 2022 (2 years 5 months)

- helping the team make product decisions and improve user experience in the service offered
- working closely with designers, product managers, marketing managers, developers
- creating and supporting all product reporting in Redash, Metabase, Tableau
- conducting AB tests, making a guide event implementation for developers
- working with Clickhouse and Postgress DataBases using SQL
- work with web-tools: Yandex Metrica, AppMetrica, Google Analytics, Firebase, Google Tag Manager
- increasing customer satisfaction in the recommendation system, search, personal account, registration page, main page, video page, landing pages

Marketing analyst at Mybook, Moscow

December 2018 – May 2019 (6 months)

- helping the marketing department make the right campaign decisions
 - creating needed reports for the marketing department
- Unit economics for the marketing department: LT, LTV, cohorts, ARPU, ARPPU, ROI, user behavior analysis, CTR, CPA, CPI, LTV/CPA
- working with mobile analytics: Appslyer, AppMetrica

Product analyst at Evotor, Moscow

September 2017 – November 2018 (1 year 3 months)

- creating end-to-end analytic from scratch
- setting up web-analytics hits from the site: ecommerce, events, goal
- work with Google Analytics
- testing new features with Google Optimize
- making reports, dashboards for the product department
- work in BI systems like Tableau, DataStudio, Metabase, Oracle BI
- work with Mobile Analytics: Firebase, Mixpanel

Details

Germany,
+79209708877 (not applicable
right now for calls, only whatsapp)
i.chelpanova@yandex.ru
telegram: @Irish_che

Date of birth
29.01.1990

Driving license
A, B

Links

[LinkedIn](#)
[UpWork](#)

Skills

SQL
Clickhouse
Google Analytics
Yandex Metrica
Appmetrica
Firebase
HTML
Google Adwords
BI systems
GTM
A/B Testing

Hobbies

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

Languages

Russian

English

German

- work in the Oracle database, PostgreSQL, BigQuery

Internet marketing manager at Inier, Moscow

May 2015 – September 2017 (2 years 5 months)

- running online advertising platform: Google Adwords, Yandex Direct, Mytarget, Facebook, Bing Ads
- composing texts for adverts and semantic kernel using Google Trends and Yandex Wordstat
- work with: Google Webmaster and Yandex.Webmaster, supported SEO fundamentation on our sites
- prototyping landing page in Balsamiq for designers
- analyzing campaigns in Google Analytics and Yandex Metrica

Analyst / marketing manager at Leadmachine, Ryazan

April 2013 – April 2015 (2 years 1 month)

- working with analytics tools: Google Analytics and Yandex Metrica;
- composing and work fixed KPI and media plane for each client
- leading email marketing through Mailchimp for clients
- copywriting and writing articles for SEO in the site blog
- coordinate work of contractors
- prototyping sites and landing page in Balsamiq for designers
- preparing presentations in Google Slides for clients
- making weekly/ monthly reports for clients
- working with b2b (international warehouse, building business, medical company) and b2c (furniture, bank, plastic windows, volunteering)

Content-manager at Rumex, Ryazan

June 2012 – April 2013 (11 months)

- 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

Alexey Lebedev from Ruform
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Irina Gudkova from Leadmachine
skype: is.gudkova