

Sergey Rakhmanov

Contact information

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Links

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Professional Summary

Data-driven professional with an experience in collecting, transforming and organizing data for analysis to help make informed decisions. Excellent understanding and proficiency of platforms for effective data analyses, including SQL, Spreadsheets, Tableau, Looker, Power BI, R and Python. Strong communication, organizational and analytical skills. Looking for opportunity to extend my domain of applications

Key skills

- Data Analysis
- Data Cleaning
- Data Visualization
- Statistical Analysis
- Data Interpretation
- Communication
- Stakeholders Management
- Reporting, Statistics
- Python
- SQL, PostgreSQL
- Microsoft SQL Server
- BigQuery
- Azure Data Studio
- Excel, Dashboards
- Tableau, Power BI, Looker
- R Programming
- Spreadsheets
- ETL

Work experience

Data Analyst, ABN AMRO | April 2024 – ongoing, Amsterdam, The Netherlands

- Drive proactive engagement with stakeholders, serving as the key conduit for facilitating data utilization throughout the enterprise, while ensuring comprehensive end-to-end ownership of data elements to optimize their utilization and impact.
- Collaborate closely with Product Owners to effectively prioritize tasks, leveraging your insights and expertise to guide decision-making and ensure alignment with organizational goals and objectives.
- Lead cross-functional initiatives aimed at enhancing processes and systems on a global scale, leveraging data analytics to drive continuous improvement and innovation across business and IT functions.
- Utilize advanced data analytics techniques to uncover actionable insights, empowering stakeholders with the information needed to make informed decisions and drive strategic outcomes.
- Communicate findings and recommendations to stakeholders in a clear and concise manner, fostering understanding and driving alignment on key initiatives and priorities.

Digital Marketing and Analytics Specialist, Expatica | April 2023 – March 2024, Haarlem, The Netherlands

- Conducted data analysis on campaign performance using SQL, resulting in a 20% increase in ad campaign efficiency.
- Executed data cleaning and transformation of messy data in Azure Data Studio to enhance data quality, contributing to an improvement in reliability of insights.
- Utilized Looker, Tableau for data visualization, creating dashboards that increased stakeholder engagement and led to more data-driven decision making.
- Conducted AB-testing to identify data insights, leading to a strategic ad campaign optimization
- Automated weekly and monthly reports, reducing reporting time by 40% to ensure quick delivery of clear and actionable insights to stakeholders.
- Collaborated with cross-functional teams to refine strategies, successfully implementing data-driven initiatives and achieving a 15% improvement in overall company revenue.
- Worked with complex and huge amount of data sourcing, first-party raw structured and unstructured data, utilized Google Analytics for data analysis.

Digital Marketing Specialist, Gotzha | November 2021 – March 2023, Amsterdam, The Netherlands

- Conducted data analysis on campaign performance using SQL and Spreadsheets, resulting in a 20% increase in ad campaign efficiency.
- Utilized Looker, Tableau for data visualization, creating dashboards that increased stakeholder engagement and led to more data-driven decision making.
- Conducted AB-testing to identify patterns, trends and insights, optimizing campaign performance and delivering key performance indicators (KPIs).
- Automated weekly reports, to ensure quick delivery of clear and actionable insights to stakeholders.
- Collaborated with cross-functional teams to refine strategies, successfully implementing data-driven initiatives and achieving a 30% growth of team revenue.
- Worked with complex and huge amount of data sourcing, first-party raw structured and unstructured data

Senior Performance Marketing Expert, Liga Stavok | January 2020 – November 2021, Moscow, Russia

- Consolidated raw data from diverse sources, including databases, spreadsheets and Google Analytics
- Conducted data analysis in Excel, Spreadsheets, resulting in a better understanding of performance.
- Utilized PowerBI, Looker for data visualization, connecting data sources, communicated analytical findings.
- Automated the generation of comprehensive monthly reports, reducing reporting time and ensuring timely delivery of actionable insights to management and stakeholders.
- Collaborated with cross-functional teams to refine strategies, successfully implementing data-driven initiatives.

Client Service Specialist, Vk | July 2018 – January 2020, Moscow, Russia

- Developed comprehensive campaign strategies, leveraging data analysis that increased number of revenue-active clients by 13%
- Conducted data analysis to identify patterns, trends, and insights to drive engagement, conversions and revenue growth, collected data for performance evaluation.
- Researched clients, identifying opportunities through data insights for campaign optimization.
- Visualized analytical findings by connecting data sources in presentations for clients and stakeholders.

Digital Account Specialist, Havas | April 2016 – July 2018, Moscow, Russia

- Consolidated raw data from various sources: databases, spreadsheets and online platforms to analyze campaign data and provide valuable insights.
- Provided strategic consulting to clients, offering data-driven insights for effective digital strategies.
- Delivered comprehensive reports to clients, communicating campaign performance and data-driven recommendations that increased number of revenue-active clients by 25% and overall revenue of the department by 30%.

Media Specialist, BBDO | November 2014 – April 2016, Moscow, Russia

- Consolidated raw data from spreadsheets and online platforms to analyze campaign performance and provide insights to clients.
- Conducted pre-campaign and post-campaign reporting and analysis to ensure data accuracy for optimization.
- Gathered data-driven insights to develop tactical and strategic campaign plans for clients.
- Trained the team of 2 junior managers and by that helped to grow client group performance by 41%.

Personal projects

1. Exploration of Dutch demographic data in SQL and Tableau: [Link to the project](#)

Explored Dutch demographic data sourced from www.opendata.cbs.nl in preparation for Dutch integration exams. Utilized SQL to create and populate tables from CSV files, ensuring data integrity and consistency. Conducted exploratory data analysis (EDA) including data profiling, distribution analysis, segmentation and pattern recognition. Developed interactive dashboards in Tableau for visual representation of insights.

2. Space Mission Launches, Tableau Dashboard: [Link to the project](#)

Created a detailed Tableau dashboard that explores space missions from 1957 onwards, revealing evolving trends in mission leadership, peak launch years, and safety analysis. The visualization provides insights into key contributors, periods of heightened activity, and milestones in space exploration history.

3. COVID-19 Data Exploration Project: [Link to the project](#)

Utilized SQL, Excel and Spreadsheets to analyze COVID-19 data, revealing trends and insights. Efficient data manipulation and insightful queries provided valuable perspectives on infection rates and regional variations, showcasing analytical skills in addressing global challenges.

[And other projects you can find on my website](#)

Certifications

- **Microsoft Certified: Power BI Data Analyst Associate PL- 300** | Microsoft, September 2023
- **Data Analytics Professional Certificate** | Google, March 2023 – August 2023

Other certifications: <https://www.linkedin.com/in/sergerakhmanov/details/certifications/>

Education

- **PhD in Marketing, Russian University of Economics**, 2013 – 2017
- **MS in Economics, Moscow State University of Economics, Statistics and Informatics**, 2008 – 2013

Languages

English (Fluent), Russian (Fluent), Dutch (Beginner)

Interests and hobbies

In my spare time, I enjoy keeping up with the latest developments in technology, which includes exploring data analysis tools and techniques. I also engage in volunteering, reading, writing, playing individual sports, traveling and pursuing analog photography.