



# Artem

# Moshkin

## Data Analyst | Scientist

### Contacts

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Norwalk, CT

### Education & Certificates

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#### IBM Data Science Professional Certificate

Relevant Coursework:

Databases and SQL for Data Science	Data Science Orientation
Data Visualization with Python	Open Source Tools for Data Science
Data Analysis with Python	Data Science Methodology
Machine Learning with Python	Python for Applied Data Science

and Applied Data Science Capstone

August 2019

#### Bachelor of Science BS, Engineering Physics|Applied Physics Concentration in Mechanical Engineering

Fordham University  
Bronx, NY  
2012-2016

Relevant Coursework:

Calculus	Theoretical Mechanics
Multivariable Calculus	Introduction to Modern Physics
Introduction to Electrical Engineering	Mathematical Methods in Physics
Engineering Statics and Dynamics	Thermodynamics and Statistical Physics
Engineering Thermodynamics	Architectural Language
Micro- and Macroeconomics	Experimentation in Technical Engineering

### Professional Profile

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Data Analyst|Scientist with 3.5 years experience communicating through the use of data. Experience presenting to both clients as well as decision makers. Comfortable working autonomously as well as part of a group. Not afraid of learning new techniques and technologies. Professional data wrangler and online marketer.

### Work Experience

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#### Data Analyst | Bank of New York Mellon Dec 2020- Current

- Created reporting for upper management to better understand landscape of ongoing monitoring tasks as well as previous successes.
- Multiple dashboard visualizations created for utilization with Sharepoint through the use of Power Bi. Integral to understanding necessary steps to be accomplished and assist with prioritization of ongoing tasks.
- Overhauled previously underutilized practices for updating and maintaining relevant data.
- Created and assisted with updating multiple presentations for upper management to understand the relevant goals and tasks of the company.
- Created multiple scripts for running regular comparisons and updates between various input sources and clean presentation of the information in a readily accessible format.
- Created and maintained dashboards utilized by various teams in the company to understand and be able to view workload information.
- Created an automated reminder system for various personnel that included automated email reminders that would alert to upcoming due dates and tasks for various clientele.
- Spearheaded various data cleaning and organization techniques for further use down the line.
- Worked through creation of various documentation that would simplify work complexity for other teams regarding various technically advanced tasks.
- Assisted with monthly presentations to both higher management as well as federal regulators in order to shed light on the data being reported on.

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## Data Analyst | Scientist

### Skills

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Python  
SQL  
Excel  
R  
Tableau  
Google Analytics  
Google Adwords  
Bing Ads  
Gemini Advertising  
Facebook Advertising  
Powerpoint

### Proficient In

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Data Analysis  
Machine Learning  
Search Engine Marketing  
Big Data  
Analytics  
Online Advertising  
Digital Marketing  
Web Development  
Pay Per Click  
Optimization  
Physics  
Digital Strategy  
Facebook Advertising  
Marketing Strategy  
Mathematics  
Online Marketing

### Work Experience

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(Continued)

#### Data Scientist | Zenabi Data

Jan 2020 - April 2020

- Engaged in weekly client meetings, reporting on performance, optimizations and providing adhoc reporting.
- Implemented API data pulling from Google Ads.
- Automated daily reporting for Google Campaigns.
- Created and continually optimized bidding algorithms for Google Adwords campaigns for multiple clients with varying needs, keywords, and KPI goals.
- Spearheaded analysis of various creative content and its engagement across Google and Facebook.
- Identified and implemented audience segmentation for a number of fashion industry clients on both Facebook and Google.
- Organized and managed deep dives into top customers for a fashion client. This included finding information on the top clients as well as identifying patterns and commonalities among this top performing segment.
- Conducted keyword research for various clients and identified and launched keywords and creative content for a number of brands. Continued to manage and optimize spending while expanding keyword lists.

# A r t e m

# M o s h k i n

Data Analyst | Scientist

W o r k E x p e r i e n c e

( C o n t i n u e d )

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## Associate Search Engine Marketing Analyst Priceline | Oct 2016 - Sept 2018

- Identified an opportunity in airline product and implemented changes to drive an over 100 percent increase in order volume at better ROIs.
- Reconstructed a subset of the car rental product on Google and Bing, beginning with keyword research and touching every part of the campaigns (including but not limited to: audiences, ads, device modifiers, geo-targeting, negative keywords, ad scheduling etc.)
- Overhauled over 500,000 ads, updating to new Expanded Text Ads format. Conducted A|B testing for content to optimize ads.
- Participated in weekly meetings that involved presenting on weekly work as well as findings and planning for the coming week.
- Conducted bi-weekly investigations into top spenders and bottom performers for optimization based on past weeks performance across multiple product lines.
- Ran A|B testing on various landing page experiences. Following the testing period, ran point on analytics relating to the tests, presented results and implemented changes for winners.
- Engaged in bi-weekly meetings with Google representatives to learn about upcoming changes in the field as well as to receive best practice recommendations. Following these meetings acted upon discussed material and implemented suggested changes. Also engaged in communication with Bing representatives on a monthly cadence for similar recommendations.
- Created dashboards and reports on data for various teams and personnel from product managers to financial advisors to database engineers.
- Identified issues with current reporting processes and worked through implementing changes for daily reports that were relied upon heavily to notice shifts in engagement patterns and competition.
- Created and implemented segmentation of audiences utilizing dozens of parameters to segment and differentiate client base. Optimizations led to a substantial uplift in conversion rate and optimized spending.