

# Elena Abramova

## DATA SCIENTIST

abramelen1405@gmail.com

236-508-4626

<https://www.linkedin.com/in/elena-abramova-5a1970242/>

<https://github.com/ElenaAb1405>

## PROFILE

I am an experienced digital technology enthusiast with a track record of cutting-edge innovations in Russia's top retail, telecommunication and financial companies. I possess consummate management skills and expertise in product building, marketing communication, business analytics and customer support. I'm shifting to Data Science to broaden my mind how to improve business results effectively. I embark on each project with a strong and decisive willingness to facilitate automation and introduce cutting-edge digital solutions for the enhancement of user experience and the company's internal operations.

## SKILLS

Databases: SQL;

Programming: Python3, R;

Data Visualization: Tableau, Seaborn, Matplotlib, Plotly;

Statistics: Regression, Hypothesis Testing, A/B tests;

ML: Supervised and Unsupervised Learning;

Neural networks: Tensorflow, Keras;

Big Data: Hadoop, Spark, Hive;

Agile tools: Jira, Trello, Confluence.

## EXPERIENCE

### Director of Marketing and Customer Care Department | X5 Retail Group

APR 2021 - 2022, MOSCOW, RUSSIA

- Designed and led the turnkey project X5 Bank. Launched MVP in time, over a six-month period.
- Developed and effectively launched new channels to support clients and communicate with them (call center, chat-bots, social media support, QR in stores, web-site and mob version of this).

### Managing Director | Sberbank

JUL 2019 - 2021, MOSCOW, RUSSIA

- Built an effective management model in a distributed Call Center that decreased operational cost by 25%.
- Implemented new AI-based technologies to improve the quality of forecasting of Call Center operating load, as well as staff loss, error forecasting, and quality control automation - over 25% of contacts underwent ML-based analysis.
- Created a unified support model within the Ecosystem (50+new products). Customer satisfaction increased by 20%.

### Director of Corporate Client Relations Department | MTS

SEP 2001 - 2019, SAINT-PETERSBURG, RUSSIA

- Launched project sales, resulting in positive revenue growth on a year-to-year basis - Over the last 3 years, the market share has regularly grown by 1-2% per year.

## EDUCATION

### BrainStation | Diploma, Data Science

SEP 2022 - DEC 2022, VANCOUVER, CA

### Saimaa University of Applied Science | MBA, Master degree

SEP 2016 - 2018, LAPPEENRANTA, FINLAND

- Diploma with honors, scholarship.

### Saint Petersburg State University | Diploma, Mathematician

SEP 1996 - 2001, SAINT-PETERSBURG, RUSSIA

- Diploma with honors, scholarship.

## PROJECTS

### Data Scientist | Improve Bench's client sign-up flow to increase conversions for monthly bookkeeping

DEC 2022, Hackathon, Brain Station, Bench accounting

- Provided a deep market analysis and developed data science strategy
- The project team won this Hackathon