

Anastasiya Koziychuk

Data Scientist & Marketing Analyst

A dedicated and creative Data Scientist and Marketing Analyst. I have gathered a proficiency in numerous analytical tools stemmed from both statistics and marketing. Passionate about combining my strong knowledge and experience of these skills to explore and deliver analyses and optimal business strategies relevant to the market! Always looking for innovative solutions to problems and expanding my skill set to inspire new ideas.

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EDUCATION

Temple University Fox Honors School of Business
Bachelor of Science
Statistical Science & Data Analytics Major
Marketing Minor
08/2018 - 12/2020

Bucks County Community College
Associate Degree Business Administration
08/2016 - 05/2018

WORK EXPERIENCE

IQVIA - Wayne, PA

Analyst Consultant Sr. Consultant

- 01/2021 - 03/2022
- 03/2022 - 06/2024
- 06/2024 - Present
- Led project execution for incremental lift analyses to evaluate the impact of (Point of Care and Digital) campaigns on healthcare professionals' prescribing behavior, as well as assess the effectiveness of addressable TV campaigns in driving improved conversion and retention rates among consumers.
- Provided strategic recommendations based on analysis findings to optimize promotional strategies and enhance return on investment, integrating data-driven insights into campaign strategies.
- Collaborated with cross-functional teams including marketing, analytics, and sales to deliver accurate and actionable insights, contributing to process improvements that streamlined the analysis process.
- Ensured data integrity, quality, and compliance with industry and company regulations throughout all analytical processes.

Apex K.K. - Tokyo, Japan

Marketing & Operations Intern

- 01/2019 - 04/2019
- Facilitated the implementation of Apex's new digital marketing strategies and all-around marketing activities by assessing failure and quality indicators.
- Controlled and updated CRM data in Salesforce to improve customer analytical reporting.
- Explored and implemented new advertising strategies based on costs and quality assessments.
- Wrote and edited weekly SEO optimized blog content.

5th Floor Analytics - Philadelphia, PA

Digital Marketing Consultant

- 08/2018 - 12/2018
- Applied project management skills in collaboration with a team to provide online marketing and managing services to a local business in the Philadelphia region.
- Implemented a multifaceted digital marketing strategy, involving new advertising strategies based on the latest social media developments.
- Leveraged industry standard digital marketing analytics software to design and create content to maximize customer engagement.
- Used data analytics to assess organizational performance and adjust business plan accordingly.

SKILLS

Coding Proficiency: R, SAS, SPSS

Quantitative Modeling

Time Series & Forecasting

Salesforce

Digital Marketing

Google Analytics

Experimental Design & Quality Control

Hypothesis Testing

Multiple Regression

Customer Data Analytics

Survey Design & Sampling

Project Management

Communication

PERSONAL PROJECTS

Market Forecast & Analysis of Humira

01/2020 - 05/2020

- Gained a market understanding of Humira and its contribution to AbbVie.
- Used statistical analysis strategies to forecast market predictions for Humira.

SAS Beck Depression Index

01/2020 - 05/2020

- Used the Beck Depression Index variable to explain the relationships in the data through SAS.

Digital Marketing Strategy Report: Plug

08/2018 - 12/2018

- Became digital marketing consultants for local new business, Plug.
- Satisfied client by improving Plug's digital marketing strategies such as SEO and Google Analytics.
- Created a proposal for a 3 month follow up plan for the company to continue digital marketing implimantation success.

ORGANIZATIONS

Temple University American Statistical Organization

08/2018 - 12/2020

Business Honors Student Association

08/2018 - 12/2020

CERTIFICATES

Microsoft Office Specialist

04/2017 - Present

Word, Excel, & PowerPoint Specialist

Salesforce Specialist Superbadges

02/2019 - Present

App Logic, Reporting, Databases, Data Management

CITI Program

10/2020 - Present

Social/Behavioral Research Course

LANGUAGES

English

Native or Bilingual Proficiency

Russian

Native or Bilingual Proficiency

INTERESTS

Swimming

Baking

Sunset & Sunrise Watching

Traveling

Whale Watching

Furniture Restoration

Bread Making