Nadya Okulova
Business Analyst

A proactive manager and analyst with 4+ years of experience. Worked in Software, Education, Business services and Marketing. The passion for business and startups, AI and coding, combined with expertise in economics and data analysis, allows effectively lead teams and successfully manage projects.

click: **LinkedIn   GitHub**

Contact

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  21100 Varese, VA, Italy
- **Date of birth**
  March 29th, 1998

Education

Master's Degree (2022-2024)
Global Entrepreneurship Economics
and Management (University of Insubria)
- GPA 29.0/30.0
- Data Analysis (R), Fundraising, Business Planning, Agile/Lean, Marketing

Bachelor's Degree (2016-2020)
International Business School
(Plekhanov University of Economics)
- GPA 5.0/5.0 with distinction

2023 - Customer Research (Udemy)

Startup Lab (2022-2023)
Development of startup expansion plan
in German market for P-ink (Pelliconi)

Digital skills

- MS Office, MS Project
- Agile (Scrum, Kanban)
- Jira, Trello, Asana, ClickUp, Miro
- Google Analytics, Tableau
- JavaScript, HTML, CSS, R
- Adobe, Corel Draw, Figma

Languages

Russian - Native
English - Advanced (IELTS 7.5)
German - Advanced
Italian - Elementary

Professional experience

August 2022 - current | I-Teco company, Moscow (remote)
Business Analyst / Project Manager

- Conducting market analysis to compile a BCG matrix, Benchmarking, SWOT/PEST analyses, target audience analysis and CJM (Customer Journey Maps) schemes.
- Increased project profitability by including more detailed roadmap planning, backlog prioritisation in Jira, and the development of good communication with a 11-person team (organising grooming, sprints, reviews, retro);
- Researching and preparing presentations for C-level suite regarding profitability reports, policies, internal operating inefficiencies, and industry trends;
- Drawing up a roadmap, detailed product development plan, release plan and other project documentation (including in Gantt chart format in Ms Project);
- Communication with stakeholders in order to collect product requirements, model and document goals, review results (Zoom, Teams, Slack, GoogleMeet);
- Development, analysis and optimisation of artefacts and documentation in Confluence (functional and non-functional requirements, User stories), project charters;
- Validation and analysis of data, generation of dashboards in MS Office and reports.

September - October 2023 | WeInvest, the US (remote)
Product Manager

- Internship in a startup: doubled 8-member team productivity in app development for a startup, utilizing ClickUp and Miro for seamless coordination (introduced Scrum);
- Devised and executed a customer development strategy, effectively communicating with >50 leads and conducting customer development activities;
- Contributed to MVP development and strategic planning.

May 2021 - June 2022 | German host family, Dormagen
Au-Pair

- Served as an Au Pair for a German family for one year, providing care for three children. Personal growth, language acquisition (German), career development.

August 2020 - September 2022 | Freelance projects (SMEs)
Project Manager / Account Manager

For two years worked with various projects for small and midsize enterprises:
- Medical centre "Da Vinci" (Russia): setting requirements for SMM team (6 people) using Trello, formation of a knowledge base and systematisation of data in cloud storage (OneDrive/Share, GoogleDrive); market analysis and social media reporting;
- Video production company (USA, remote): managed a 15-person production team with Asana and meetings in Discord, controlled the end-to-end process of 9 video episodes from ideation to final production, facilitated client interactions, negotiated and concluded agreements with 2 streaming services to stream the product;
- Sports projects "Community" and "KapFit" (Israel, remote): led the team of 10 people, employee onboarding, drafted over 20 media plans (GoogleDocs), target audience analysis (5W1H method), financial analysis (balance sheet, profitability ratios, etc.).

August 2018 - July 2020 | PRUE, Moscow (hybrid)
Project Leader

- Organised and coordinated more than 150 sports, educational and cultural events;
- Generating weekly reports using MS Excel and 1C:Enterprise (ERP);
- Conducted more than 30 trainings on volunteering;
- Designed website, social media and mockups using Adobe, Figma and Corel Draw.