

ALEKSANDR MATEIKO

Analytics Engineer

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SUMMARY

Analytics Engineer with experience in data automation, ETL development, API integrations and business intelligence reporting.

Design and maintain data pipelines that collect, transform and deliver data from multiple external platforms. Build analytical data marts, automate reporting workflows and develop data-driven solutions using Python, SQL and REST APIs.

Experienced in integrating disparate data sources, improving data quality and reducing manual workload through automation. Background in marketing analytics provides a strong understanding of business metrics and performance analysis.

TECHNICAL SKILLS

Programming & Data

- Python
- SQL
- PostgreSQL
- MySQL
- ClickHouse

Data Engineering

- ETL Development
- Data Pipelines
- REST API Integrations
- FastAPI
- Data Automation

Analytics & BI

- Yandex DataLens
- Power BI
- A/B Testing
- Marketing Analytics

Tools

- Git
- GitLab
- Google Sheets

PROFESSIONAL EXPERIENCE

Advertising Analytics Engineer

LLC "Advertising Agency Delta" (Russia, remote)

May 2025 – Present

Built and maintain data pipelines for collecting and processing advertising data from 10+ external platforms via APIs. Designed ETL processes for standardizing heterogeneous data sources into unified analytical datasets.

Developed and supported backend services for data processing using Python and FastAPI, including automation of campaign monitoring and control based on KPI thresholds.

Implemented automated reporting system and BI layer in Yandex DataLens. Designed and structured a database schema for analytical workloads (MySQL, ClickHouse), including data ingestion pipelines and transformation logic.

Key contributions:

- Reduced manual data processing time by 60–80% through automation of data collection and transformation processes
- Improved data processing efficiency by up to 50% through optimized ETL pipelines
- Implemented automated campaign monitoring system with rule-based triggers for campaign control
- Built internal API service for managing advertising campaigns and data exchange with external systems
- Designed and deployed centralized reporting system for business and marketing analytics

Technologies: Python, SQL, FastAPI, REST API, MySQL, ClickHouse, Yandex DataLens, Git

Data Analyst (Sales Development Analytics)

Mona Biolab LLC, Moscow, Russia

March 2024 – April 2025

Worked with large-scale e-commerce data from marketplaces (Wildberries, Ozon). Built data processing workflows for sales, reviews, and operational metrics. Automated data collection and delivery pipelines into BI dashboards.

Designed and maintained reporting systems used by sales and marketing teams. Implemented data validation processes and developed metric calculation logic for business performance tracking.

Built analytical datasets for experimentation, including A/B tests and hypothesis validation for product and marketing decisions.

Key contributions:

- Automated data ingestion and processing pipelines using Python, reducing reporting preparation time by ~70%
- Designed and implemented BI dashboards in DataLens with daily automated refresh
- Conducted 10+ A/B tests for product groups and marketing strategies
- Reconstructed missing sales data using machine learning methods (Random Forest)
- Reduced data reporting errors from 15% to <3% through automated validation logic

Technologies: Python, SQL (implicit), Google Sheets, Apps Script, DataLens, Google Colab, Amvera.cloud

Data Science / Analytics Projects

Self-directed / Educational projects (Skillbox program)

2022 – 2024

Developed end-to-end analytical and machine learning projects focused on data processing, experimentation, and predictive modeling using Python-based toolstack.

Built data pipelines for cleaning, transforming, and analyzing structured datasets. Applied statistical methods for hypothesis testing and business-oriented analysis.

Implemented machine learning models for segmentation, prediction, and missing data reconstruction.

Key projects:

- Customer behavior analysis in retail dataset: built full preprocessing pipeline, performed clustering (K-Means) and predictive modeling for purchase propensity

- A/B testing analysis using statistical significance testing (t-test) with business interpretation of results
- Market and website analytics project: analyzed traffic sources, identified inefficiencies, and proposed optimization of marketing budget allocation
- Data reconstruction task using Random Forest for missing value estimation in structured datasets

Technologies: Python, pandas, NumPy, scikit-learn, TensorFlow, Keras, Matplotlib, Jupyter Notebook

Digital Marketing Analytics Specialist
Newmark, Saint Petersburg, Russia
2017 – 2024

Worked in performance marketing with focus on data-driven optimization of advertising campaigns. Analyzed large-scale traffic data and conversion metrics to improve efficiency of paid acquisition channels.

Built analytical workflows for campaign performance evaluation using data from web analytics systems and advertising platforms. Developed methods for attribution analysis and profitability estimation at keyword and campaign level.

Automated data collection and processing for marketing analytics tasks using Python-based tooling and custom scripts, including web data extraction and reporting pipelines.

Key contributions:

- Improved ROI of advertising campaigns to 250–300% through data-driven optimization and attribution modeling
- Designed and implemented custom analytics logic for performance tracking and conversion attribution across multiple channels
- Built Python-based data collection tools for large-scale keyword analysis and campaign structuring
- Conducted large-scale keyword analysis (4,500+ queries), reducing campaign preparation time from weeks to days
- Improved overall campaign performance by ~30% through systematic testing and optimization approaches

Technologies: Python, SQL (basic), Google Analytics, Yandex Metrika, Google Ads, Yandex Direct, Excel, GTM

EDUCATION

Saint Petersburg Naval Institute
Engineering Degree
Saint Petersburg, Russia
1998 – 2003

Synergy University
Professional Retraining Program (Internet Marketing)
Russia
2018 – 2019

PROFESSIONAL TRAINING

Data Science / Machine Learning Program (Self-paced / Online)
2022 – 2024

Structured training in data analysis, statistical methods, and machine learning applied to real-world datasets. Focus on practical implementation of analytical pipelines and predictive models using Python ecosystem.

Core topics:

- Data analysis and preprocessing with Python (pandas, NumPy)
- Statistical inference and hypothesis testing

- Machine learning fundamentals (supervised and unsupervised learning)
- Clustering and segmentation techniques (K-Means)
- Predictive modeling using scikit-learn and TensorFlow
- A/B testing and experimental design
- Recommender systems basics