

# Yana Gilichinskaya

## Data Scientist

Data scientist with 3+ years experience in data analytics industry. PhD in Speech-Language-Hearing Sciences. 10 years experience in marketing domain including cohort analysis, community health analytics, customer spending patterns, machine learning models. Strong SQL skills, expertise in Python, data visualization tools and dashboards.

### Experience

#### **VESTA, remote — Data Analyst**

August 2020 - May 2023

- Improved reporting efficiency by replacing labor-intensive, manual SQL reports with Quicksight Dashboards. Streamlined over 20 recurring Quicksight reports, enabling daily accessibility and reducing resource consumption.
- Enhanced decision-making across departments (marketing, insights, tech) with accessible metrics, web app improvements, and benchmark comparisons.
- Empowered account managers and clients with comprehensive insights into community health and member engagement, utilizing detailed summaries and benchmark assessments.

#### **VESTA, New York/remote — Email Marketing Specialist**

August 2012 - May 2023

- Effectively managed a portfolio of 20+ client accounts using Mailchimp, Klaviyo, Marketo, HubSpot, Salesforce and others.
- Achieved peak email marketing performance by optimizing campaigns through A/B testing,
- Engineered dynamic transactional emails and created email automation workflows for enhanced engagement.

#### **CUNY Graduate Center, New York — Research Assistant**

2003 - 2013

- Implemented an intuitive MATLAB GUI, streamlining experiment control and data collection processes
- Conducted comprehensive assessment of speech and language perception experiments using advanced statistical analysis tools, such as SPSS and Matlab, employing linear regression, logistic regression, ANOVA, A/B-testing, and t-tests.
- Predicted classification of voiced vs voiceless consonants in whispered speech using machine learning models
- Effectively collaborated with colleagues, reported and presented results to the scientific community.

### Contact

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- +34 653 52 15 84
- Barcelona
- [LinkedIn](#)
- [Portfolio](#)

### Education

#### **Data Science Bootcamp**

CodeOp | May 2023 - Dec 2023

#### **PhD in Speech-Language-**

**Hearing Sciences** | CUNY Graduate Center | Sep 2013 - Feb 2012

### Technical Skills

PostgreSQL/MySQL  
Python (NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn), Deep Learning, Machine learning, NLP, Recommender Systems  
A/B testing  
Amazon Quicksight, Tableau  
Email Marketing (MailChimp/Mandrill, Klaviyo, Marketo, SpringBot, Hubspot, Salesforce), Email Automation, HTML/CSS

## Adjunct Assistant Professor, New York, NY

2012 - 2013

- Instructed graduate-level students pursuing a Master's degree in Speech-Language Pathology at Columbia University and college graduates preparing for the speech pathology master's program at Marymount College.
- Delivered comprehensive instruction in Speech and Hearing Science, encompassing fundamental concepts and practical applications.
- Facilitated active engagement with scientific articles, fostering critical thinking skills through the evaluation and critical review of relevant research.

## Relevant Projects

- Cohort Analysis
- Community Health Analytics
- Car Insurance Fraud Detection
- Marketing Analytics and Customer Spending Patterns
- Classification of Voiced vs Voiceless Consonants in Whispered Speech

## Languages

**English** - Fluent/Bilingual

**Spanish** - Fluent

**Catalan** - Intermediate

**Russian** - Native

