Kliment Voykinski

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Summary

Marketing Data Analytics Leader with over 9 years of combined experience in data science and marketing. I have a proven record of solving data analytics problems, including data processing, deriving actionable insights, creating efficiencies, and developing advanced machine learning and forecasting models. I am multilingual, with proficiency in English, Spanish, and Bulgarian (native/business fluency), and intermediate proficiency in Mandarin. I am seeking a role as Director Analytics.

Experience

Associate Director, Media Analytics & Reporting | Novus Media | US, IL, Chicago *January 2025 – March 2025*

- Spearheaded project management initiatives within the analytics team to optimize project prioritization and execution for maximum efficiency.

- Implemented API integrations to automate data ingestion, ensuring accurate and timely data flow into dashboards for reporting and decision-making.

- Built analytical frameworks and ETL pipelines, including dataset creation with advanced tools and automation.

- Analyzed large audience-level demographic datasets and provided media targeting recommendations in response to RFPs.

- Led and mentored a team of analysts, driving seamless data engineering (ETL) ingestion and report development.

Founder | Project Foreseeed | US, IL, Chicago *February 2024 – December 2024*

- Developed forecasting and linear programming data models for deployment.

- Led the full lifecycle of a software development project, from UI framework concept design to dashboard development.

- Deployed web app changes to an AWS cloud server.

- Collected and analyzed qualitative and quantitative feedback from beta testers to drive the product roadmap.

- Prepared a business plan and pitch deck leveraging knowledge and research of the competitive landscape.

Sr Analytics Manager | Gain Theory WPP | US, IL, Chicago *November 2022 – February 2024*

- Delivered quarterly and annual SEM, TV, and paid social marketing mix model presentations with actionable insights.

- Led end-to-end execution of marketing mix modeling projects, predicting various KPIs and meeting over 95% of project deadlines.

- Built and optimized data pipelines for collecting and preprocessing data from various external sources.

- Engineered customized dashboards, which reduced quarterly deck preparation time by 50%.

- Optimized data pipelines processing code for faster and more exact results.

Analytics Manager | iProspect Dentsu | US, IL, Chicago *February 2021 – October 2022*

- Designed custom Tableau dashboards and reports, tailoring solutions for client and internal teams.

- Presented insightful cross-channel media status decks, fostering collaboration among stakeholders.

- Automated SEM tasks, saving 70% of time and improving efficiency and accuracy in SEM data reporting.

- Forecasted month-ahead marketing website orders and daily media spending allocations.

- Managed and mentored two senior analysts, resulting in the successful completion of ETL processes with less than 5% data discrepancies.

Digital Marketing Specialist | NinjaTrader LLC | US, IL, Chicago *May 2018 – February 2021*

- Created tailored weekly/monthly reports and visualizations for all marketing channels and identified actionable insights.

- Optimized media budgets using advanced analytics, resulting in a 10% increase in conversions.

- Implemented Google/Bing Ads media strategies to reduce reporting preparation time by 50%.

- Reduced SEM campaign Cost-per-Acquisitions by 25% by implementing best practices.

- Analyzed organic search trends and recommended onsite/offsite SEO improvements.

Paid Search Specialist | Tribune Content Solutions | US, IL, Chicago *October 2014 – July 2016*

- Oversaw monthly SEM marketing campaigns ($20k+) and consistently achieved monthly budget and revenue goals.

- Built customized paid and mobile marketing keyword and ad-copy strategies, achieving paid search campaign conversion rates of 10%+.

- Authored data collection procedures and produced weekly, monthly, and quarterly reports, leading to a 15% reduction in report creation time.

- Presented PPC/SEO key performance metrics and provided data analyses to clients to sustain a 95% retention rate.

- Provided actionable insights and recommendations for improvements on SEM campaigns.

Bilingual Media Analyst | TravelClick | US, IL, Schaumburg *May 2012 – October 2014*

- Augmented Spanish/English pay-per-click and display remarketing campaigns that resulted in a client portfolio exceeding a 5 to 1 ROI.

- Identified and recommended SEM budget increase opportunities, presenting findings that achieved over $150k in campaign spend increases.

- Performed SEM keyword bidding strategies for USA and Latin American pay-per-click campaigns, which achieved the renewal of a $600k+ marketing portfolio.

- Compiled data and produced monthly campaign reports that included KPIs and strategy recommendations.

- Researched, identified, and evaluated the suitability of new media partners.

Education

- **Master of Science in Business Analytics** | University of Kent | Canterbury, UK | 2017

    o Graduated with Merit

    o Dissertation Title: *"Predicting the UK Energy Mix and Energy Prices using Data Mining and Forecasting Methods"*

- **Bachelor of Science in Economics** | Minor in Spanish | DePaul University | 2011

    o 3.4 GPA

Skills, Interests, and Involvements

- **Technical Skills:** Data Science, Data Modeling, Machine Learning, Digital Marketing, Business Intelligence, Data Analysis, Data Visualization, Statistics, Tableau, Power BI, Looker, Python, SQL, Google Analytics (GA4), Google Ads, Bing Ads, Adobe Analytics, Microsoft Excel, Snowflake, AWS.

- **Soft Skills:** Communication, Project Management, Team Collaboration, Presentation Skills.

- **Areas of Interest:** Forecasting, Fintech, Healthcare.

- **Involvements:** Rotary Club of Chicago Lakeview, Jujitsu Ambassador.