KLIMENT VOYKINSKI

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Summary

Digital Marketing Analytics professional with over nine years of experience combining marketing analytics and data science. Proven record of solving complex data challenges, project management and developing advanced analytics solutions. Multilingual with proficiency in English, Spanish, Bulgarian, and intermediate Mandarin. Seeking a role in Data Analytics, Data Science or related.

Skills

- Data Analysis • Machine Learning • Marketing Analytics
- Media Effectiveness • Forecasting • Python • SQL
- Data Warehousing • Snowflake • Salesforce
- Data visualization • Business Intelligence • Tableau
- Power BI • Marketing mix modeling
- Digital Marketing • Google Analytics (GA4) /Bing Ads • MS office • Microsoft Excel
- Data Storytelling • Communication • Presentation Creation
- Project Management • Stakeholder collaboration • Team development

Experience

Independent Consulting | Chicago, IL
Independent Data Analytics Consultant
09/2025 - Present

- Provide client-facing advisory and analytical leadership, translating business requirements into end-to-end digital strategies for health and wellness non-profit.

Novus Media | Chicago, IL
Associate Director, Media Analytics & Reporting
01/2025 - 03/2025

- Spearheaded client-facing initiatives resulting in successfully gathering required data for ingestion and report development.
- Executed agile project management initiatives bringing team efficiency.
- Led mentored a team of analysts, driving seamless data engineering (ETL) ingestion and report development.

Project Foreseeed | Chicago, IL
Founder/Product Manager
02/2024 - 12/2024

- Built forecasting models designed for integration into a MarTech and supply chain application, supporting forecasting and budget allocation.
- Led Full Product Lifecycle Execution: concept, UI design, model integration, deployment, and iteration based on real user feedback.

Gain Theory WPP | Chicago, IL
Sr Analytics Manager
11/2022 - 02/2024

- Led client-facing analytics engagements for measurement and media effectiveness, delivering quarterly and annual insights across SEM, Display, TV, and Paid Social.
- Delivered Marketing Mix Modeling (MMM) results and recommendations that informed budget allocation decisions and improved cross-channel performance strategy.
- Partnered with stakeholders to translate business questions into measurable analytics deliverables, ensuring clarity on KPIs, success metrics, and next actions.
- Built dashboards and scalable reporting outputs, reducing executive deck preparation time by 50% while improving consistency across deliverables.
- Built and optimized data pipelines and documented MMM best practices

through SOPs to improve delivery quality and onboarding.

iProspect Dentsu | Chicago, IL
Analytics Manager
02/2021 - 10/2022

- Ensured internal and external stakeholders had access to accurate, up-to-date media and offline data by maintaining and refreshing data pipelines and dashboard data flows.
- Reducing reporting time by standardizing processes and enhancing efficiency by ~70%.
- Designed custom Tableau dashboards and reports, writing and optimizing SQL queries to extract, transform, and integrate online/offline KPI data for stakeholders.
- Presented insightful client-facing cross-channel media status decks, and learning agendas, fostering collaboration among stakeholders.
- Forecasted month-ahead website order volume using with seasonal spend allocation models, achieving forecast and spend variance errors of ≤5%.
- Managed and mentored two senior analysts, resulting in the successful completion of ETL data engineering processes with less than 5% data discrepancies.

NinjaTrader | Chicago, IL
Digital Marketing Specialist
05/2018 - 02/2021

- Improved SEM/Display campaign efficiency by reducing cost-per acquisition (CPA) by 25% through data-driven media optimization strategies.
- Leveraged Salesforce CRM data to engineer geo-focused lead analysis, integrating sales signals with cross-channel media data resulting in actionable insights and recommendations for senior stakeholders.
- Implemented scalable Google/Bing Ads account structures that simplified reporting workflows and cut prep time by 50%.
- Optimized media budgets using advanced analytics, resulting in a 10% increase in conversions.

Tribune Content Solutions | Chicago, IL
Paid Search Specialist
10/2014 - 07/2016

- Managed SEM programs while maintaining budget adherence and performance targets across client portfolios.
- Developed keyword strategy and ad copy improvements that supported 10%+ paid search conversion rates.
- Authored data collection procedures and standardized reporting outputs, reducing report creation time by 15%.
- Presented KPI insights and strategy recommendations to clients, supporting strong retention outcomes.

TravelClick | Schaumburg, IL
Bilingual Media Analyst
05/2012 - 10/2014

- Optimized bilingual (Spanish/English) PPC and remarketing campaigns, achieving client portfolio ROI exceeding 5:1.
- Identified budget growth opportunities through performance analysis, supporting over $150K in spend increases.
- Executed SEM bidding strategies across U.S. and LATAM programs, contributing to renewal of a $600K+ client portfolio.

Education and Training

University of Kent | United Kingdom, UK
Master of Science in Business Analytics | 09/2017
Thesis: "*Predicting the UK Energy Mix and Energy Prices using Data Mining and Forecasting Methods*"

DePaul University | Chicago, IL, USA
Bachelor of Science in Economics, Spanish | 03/2011