

Eugenia Timasheva

Bay Area, CA
netind77@gmail.com
(909) 660-9600

Professional Experience

Consultant – [Google](#), Mountain View, CA • 2021-Present

- Responsible for analyzing Google hardware promotions and their effectiveness. Led efforts to optimize user journey funnel by improving promotions success. Helped increase promotions ROI by 3% and loyalty by 2 ppts by the end of Q1.

Product Marketing Manager – [Amazon](#), Seattle, WA • May 2020 – 2021

- Responsible for leading all digital campaigns for attrition prevention and reactivation. Created a brand new international marketing strategy for reactivating existing sellers and vendors, which led to a 10% increase in ROI. Presented research on reactivation behavior and reason for sellers' attrition to the VP of marketing to get a buy-in for a permanent reactivation program at Amazon.

Manager, Digital Campaigns – Canada - [Sephora \(LVMH\)](#), San Francisco, CA • December 2017 – May 2020

- Led a team of 3 people to create a strategy and roadmap for digital marketing in Canada. It included WBR and MBR reflecting the state of Sephora Canada Business online and the main drivers of success and potential risks to future business. Conducted Customer Loyalty program monthly analysis based customer profiles; identified incremental revenue opportunities. Leveraged data insights to enhance customer journey to drive business growth and increase ROI. Forecasted sales, orders, revenue, and traffic based on seasonality and promo sales. Designed, deployed, and measured incrementality through A/B testing optimizations

User Insights Analytics Manager – [UBM](#), San Francisco, CA • March 2016 – December 2017

- Created a marketing analytics roadmap for Tech brands (Black Hat, GDC, Interop, EC). Provided analysis on KPI and main business drivers; presented findings to stakeholders which helped optimize campaigns performance by 15%. Created and leveraged customer insights driven dashboards to identify revenue and conversion opportunities. Developed models for forecasting registration rates for multiple events which lowered operating cost of the events by 7%.

Senior Data Analyst - [YP.com](#) (Yellow Pages), San Francisco, CA • January 2015 – March 2016

- Was a lead analyst for creating and leveraging marketing reports to help alter and shape marketing campaigns. I developed and maintained a digital dashboard to track websites' marketing channel performance and presented daily recommendations based on digital trends. Created daily and weekly email performance reports. Worked with multiple teams to create dynamic content-based segments based on users' behavioral data. Managed the extraction, analysis, and testing of YP search data resulting in a more efficient way for Sales to present the data and increase revenue.

Senior Data Analyst - [CloudSight, Inc](#) Los Angeles, CA • July 2012 – December 2014

- Worked with marketing, developers, and sales executives to provide critical reporting solutions to drive App downloads and sales revenue. Worked with the engineering team to successfully develop and implement mobile applications updates. Designed and developed reports and dashboards analyzing trends and KPIs' performance. Crated behavioral profiles of users based on their propensity to buy.

Account Representative - [Verizon](#), Los Angeles, CA • August 2010 – July 2012

- Maintained leading performance in business accounts sales each quarter for 2010 and 2011. Exceeded sales quota and increased client retention rate by ensuring that client needs were always met (Best Female Sales Representative of 2011 in SoCal). Participated in the Women's Leadership

Program to promote awareness of technology among women and encourage women to get promoted into leadership positions.

Analyst - [Yandex](#), Russia, ▪ May 2006 – Oct 2008

- Performed web analytics reporting and analyses. Established SEO guidelines for image search feature rollout.

Skills

- Experience in areas of forecasting, modeling, and customer journey mapping
- Proficiency in SQL, Hive, Omniture, Google Analytics, Omniture, APT, Tableau, Eloqua
- Experienced using R, Python, for data analysis and forecasting
- Strong verbal, written, analytical, and organizational skills.

Education

Google Ads and GA certified

MS in Analytics - Georgia Institute of Technology (In progress)

Data Modeling/Warehousing and Database Administration - Stanford

Bachelor of Computer Science (IT Specialization) - AmSU