# Tetiana Kupreichyk

**Business Analyst**

**Email:** art.berkana@gmail.com

**Telegram:** [@tiawin](mailto:yuri.vysotskiy@gmail.com)

[**Current location**](mailto:yuri.vysotskiy@gmail.com): Istanbul, Turkey

### Summary of Qualifications

* 1 year of experience as a Business Analyst (Sigma Software)
* 7 years of experience as an Affiliate Manager and Affiliate Marketing Specialist (Adtoapp (CPC/CPM), Highcpi (CPI/CPA), Appintop (SDK), DobermanMedia LTD (CPI/CPA), 3snet LTD (CPA))
* 4 years of experience in teaching English and written translation (English center “Linguist”, translation agencies)
* 10 years of experience as a writer, re-writer, proofreader and translator (Ukrainian publishing companies “Stalker” “BAO” “Navigator books”)

### Professional Experience

#### Business Analyst - Sigma SoftWare

**Dates:** Sept 2022 – Jul, 2023

**Responsibilities:**

* Specification of business needs and product scope;
* Requirements elicitation, analysis, modeling and specification;
* Scope decomposition and solution options preparations;
* Stakeholders management;
* Change requests management.

**Qualifications:**

* Understanding of Agile methodologies;
* Understanding of the product development lifecycle;
* Good knowledge of business analysis methods, techniques and process modelling tools (UML diagrams, BPMN process maps etc);
* Ability to work collaboratively in a team and create an inclusive environment with people at all levels of an organization.

**Accomplishments:**

* Participation on company’s projects
* Android app Cryptochat for internal use in Armed Forces of Ukraine;
* Social platform Sniff (in progress).

#### Affiliate Marketing Specialist - 3snet LTD

**Dates:** April 2018 – April, 2022

**Responsibilities:**

* Act as the primary point-of-contact with clients, initiate and maintain business relations with partners;
* Request and analyze the client's background info to understand goals and provide a relevant strategy;
* Assure ongoing maintain and regular monitoring trough key metric tracking;
* Recommend optimization for clients during monthly and quarterly account reviews;
* Ensure the growth of the affiliate base, solving issues and increasing the affiliates’ turnover.

**Qualifications:**

* Ability to initiate and grow relationships;
* High analytical skills to interpret ads performance;
* Ability to prioritize, meet deadlines, and provide timely reports;
* Quick learner (advanced traffic tracking methods, market trends, software etc);
* Excellent oral and written communication skills, ability to communicate clearly, professionally.

**Accomplishments:**

* 30% of total company's profit each month;
* Handling over 200 affiliates.

#### Head of Business Development, Supply Department - DobermanMedia LTD

**Dates:** November 2016 - September 2018

**Responsibilities:**

* Search of strategic partners (networks, webmasters, media buying teams etc);
* Developing the department’s analytic capabilities;
* Completing all sales related paperwork including Insertion orders, Credit applications, Invoices, etc;
* Staff training.

**Qualifications:**

* Knowledge of online marketing/mobile ad industry;
* Ability to identify new opportunities and key-partners;
* Optimization of the workflow on different levels;
* Strategic planning;
* Communicating and negotiating skills.

**Accomplishments:**

* 50% of total department's profit each month;
* Integrated over 70 ad networks as affiliates.

#### Affiliate Manager - DobermanMedia LTD

**Dates:** August 2015 - November 2016

#### Affiliate Manager - HighCPI/ Adtoapp/ Appintop

#### HighCPI and Adtoapp are the subprojects of Appintop

**Dates:** November 2014 - August 2015

#### Teacher of English, non-staff translator - English center “Linguist”, Donetsk; translation agency “Pereklad”, Zaporizhzhia; translation agency “Philin”, Kharkiv

**Dates:** 2011 - 2015

#### Writer, re-writer, proofreader and translator - Ukrainian publishing companies “Stalker”, “BAO”, “Navigator books”

**Dates:** 2001 - 2011

### Additional Skills

#### Languages:

* English – Full proficiency (certification IELTS)
* French - Full proficiency (certification TEF, C1)
* Turkish – Elementary level
* Russian/Ukrainian – native.

**Computer skills:**

MacOS/Windows, MS Office, Google docs, traffic tracking platforms, CRMs (Creatio), Trello, Slack, Jira, Confluence, Miro, Lucidchart

**Education**

* **Dates:** 1995 – 2000

#### Donetsk National University

Degree: Master’s. Major: Foreign Languages and Literatures (French, English).

Qualification: Philologist-Romanist, Translator.

* **Dates:** 2015

American English Center (Zaporizhzhia)

Business English Course (Marketing&Advertising, upper-intermediate)

* **Dates:** 2022

Sigma Software BA Internship (remoted)

Qualification: Junior Business Analyst