

Artem Moshkin

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PROFESSIONAL PROFILE

Senior Data Analyst specializing in experimentation, marketing analytics, business intelligence, and automation. Utilizes SQL, Python, and BigQuery to investigate customer behavior, improve reporting, and guide business decisions. Experienced in independently owning remote analytical work and communicating with executives, clients, and global teams. Directs independent AI-assisted development projects with oversight of implementation and validation.

EXPERIENCE

Huge

May 2022 - Apr 2025

Senior Data Analyst

Remote

- Analyzed website journeys using SQL in BigQuery, Python, and Excel to identify conversion opportunities, informing experimentation and site optimizations that increased primary-funnel conversions by up to 40%.
- Helped develop and analyze dozens of A/B tests, from testing briefs and implementation through results analysis and rollout; supported website rebuilds across consumer and enterprise projects.
- Owned analytical workstreams and delivered findings to clients and executives, collaborating with global teams to document priorities and guide quarterly and annual decisions.

Upwork

Dec 2020 - Present

Freelance Data Analytics and Engineering

Remote

- Built a Python pipeline integrating Google Analytics and Salesforce data to monitor business performance, substantially reducing manual reporting effort and supporting decisions as business conditions changed.
- Analyzed healthcare coverage and billing records to identify active coverage without corresponding charges, enabling targeted coverage inquiries and billing follow-up.
- Utilized SQL, Python, BigQuery, and BI tools for cohort analysis, data cleaning, visualization, and custom dashboards for freelance clients.

BNY Mellon

Dec 2020 - May 2022

Data Analyst

Remote

- Developed Power BI dashboards shared through SharePoint to help upper management and internal teams monitor contracts, view workloads, and prioritize outstanding actions.
- Automated repetitive data comparisons, reporting updates, and deadline reminders across existing systems, simplifying investigations into work requiring follow-up.
- Documented technical workflows for other teams and supported monthly presentations to senior management and federal regulators.

Zenabi Data

Jan 2020 - Apr 2020

Data Scientist

Connecticut

- Implemented Google Ads API data extraction and automated daily campaign reporting; developed and refined bidding algorithms aligned with client keywords and KPI goals.
- Analyzed customer segments and creative engagement across Google and Facebook, informing audience targeting and campaign optimization for fashion clients.

Priceline

Associate SEM Analyst

Connecticut

Oct 2016 - Sep 2018

- Used historical performance analysis to inform airline-ticket bidding decisions, increasing order volume by more than 100% month over month while lowering cost per acquisition and improving profitability.
- Overhauled more than 500,000 ads for the Expanded Text Ads format and conducted A/B testing of ad content and landing-page experiences to inform optimization.
- Rebuilt car-rental campaigns across Google and Bing, refining keywords, audiences, geographic targeting, and device bids; created reporting for cross-functional stakeholders to monitor and measure impact.

EDUCATION

Fordham University

2012 - 2016

Bachelor of Science in Engineering Physics (Concentration in Mechanical Engineering)

INDEPENDENT AI AND AUTOMATION PROJECTS

AI-Assisted Presentation Pipeline

- Independently directed development using Claude and local models, overseeing a Python pipeline that converts structured LLM-generated plans into presentations using 31 reusable layouts.
- Produced a presentation-ready deck with structural and content checks against a reference plan, separating content generation from rendering and retaining human visual review.

Local AI Operator

- Independently directed development of a local-LLM workflow for Docker application changes, overseeing requirements, AI-assisted implementation, testing, and deployment decisions.
- Integrated model tools through MCP with explicit human approval, automated validation, health monitoring, and demonstrated rollback for failed feature checks and application startup failures.

CERTIFICATIONS

IBM Data Science Professional Certificate - IBM

AWARDS

Webby Awards

2024/2025

[Chrome.com](#) - People's Voice Winner | Analytics Support

[Chrome.com](#) - Best Responsive Mobile Design | Analytics Support

TECHNICAL SKILLS

Analytics: SQL, Python, BigQuery, Excel, Google Analytics, A/B Testing, Funnel Analysis, Big Data Analytics

Visualization: Power BI, Tableau, Looker Studio / Google Data Studio, Plotly, Dash

Automation: API Integration, Data Cleaning, Reporting Pipelines, Salesforce Data Integration

Applied AI: Claude, ChatGPT, Local LLM Workflows, Structured Outputs, AI-Assisted Development