

Olena Odnolko

Data Analyst | Project Manager

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Portfolio: www.dankaber.space
Europe-based (Netherlands)
Remote-friendly | Open to relocation

SUMMARY

Multidisciplinary **Data Analyst & Project Manager** with 8+ years of experience across NGOs, education, and tech sectors. Proven track record in translating raw data into actionable insights that supported +30% scale-up of NGO operations and cut issue resolution time by 30% in tech environments. Skilled in SQL, Python, Tableau, Power BI, Agile, Scrum, and Waterfall. Passionate about bridging data and people for impact-driven results.

SOFT SKILLS AND ACHIEVEMENTS

- **Data Storytelling** – Simplified complex data via Power BI/Tableau dashboards, leading to 25% faster decision-making and improved stakeholder buy-in.
- **Project Coordination** – Delivered 90%+ projects on time and within scope through Agile and Gantt-based workflows.
- **Cross-functional Communication** – Acted as liaison between data, dev, and operations teams in 10+ international projects, ensuring aligned execution.
- **Prioritization & Focus** – Juggled 10+ projects simultaneously using Lean and sprint planning; maintained 100% quality delivery.
- **Stakeholder Engagement** – Led workshops/surveys; improved stakeholder satisfaction by 35% via tailored dashboards and feedback loops.
- **Initiative & Ownership** – Designed a strategic NGO project portfolio (2020–2025), enhancing transparency and enabling +30% operational growth.

HARD SKILLS & TOOLS

Data Analysis & Visualization

- **Languages & Tools:** SQL, Python (Pandas, NumPy), Excel, Google Sheets, R
- **Processes:** Data Cleaning & ETL, Normalization, Data Audit, OpenRefine, BigQuery
- **Visualization:** Tableau, Power BI, Looker Studio, Google Data Studio, Visual Grammar, Color Psychology
- **Analysis:** A/B Testing, Regression, KPI/OKR Design, UX-Driven Dashboards

Project Management

- **Methodologies:** Agile, Scrum, Kanban, Waterfall, Gantt, Risk Management, QA/UAT
- **Tools:** Jira, Trello, Asana, MS Project, Miro, Notion, MS Office

AI & Automation

- **Tools:** ChatGPT, Notion AI, Otter.ai, Claude, Gemini, Canva AI, Zapier, Make.com
- **Use Cases:** Prompt engineering, automated reports (Looker + Sheets), AI-integrated workflows, basic ML (clustering, regression, classification)

Marketing & Product

- **Campaigns:** Google Ads, Meta Ads, SEO
- **Analytics:** GA4, Meta Pixel, Heatmaps, Conversion Metrics
- **Content:** Copywriting, Messaging, User Segmentation

Quality & Research

- **Frameworks:** ISO 9001, HACCP, GMP
- **Tools:** SurveyMonkey, Google Forms, Statistical Excel Analysis
- **Skills:** Risk Assessment, Product Testing, Mixed-Method Research, CCP Monitoring

RECENT PROJECTS

Name: Product Quality Dashboard & QA/UAT Data Roadmap (LMS Platform)

- Orchestrated the creation of an integrated quality assurance and user acceptance testing (UAT) dashboard for a new LMS platform, serving 1,000+ users upon rollout.
- Engineered data-driven monitoring tools to oversee 50+ test cases across Smoke, Regression, Functional, and UAT test categories through iterative release cycles.
- Built real-time visualizations and reports using Excel, Kanban, and Gantt charts—accelerating bug detection by 40% and reducing resolution time by 30%.
- Synthesized QA insights with product-level KPIs to drive prioritization and maintain cross-system integrity, resulting in an MVP with a 95%+ task completion rate.
- Enabled evidence-based risk mitigation and feature validation through transparent stakeholder reporting and performance metrics.

Name: NGO Project Portfolio Strategy (2020–2025, Italian Cultural Center “Emilie”)

- Devised and executed a strategic 5-year Project Portfolio Management (PPM) model, ensuring operational continuity during global disruptions.

- Directed 10+ cross-functional initiatives across cultural, social, and sustainability domains, aligning each with long-term organizational goals.
- Developed a centralized digital dashboard for real-time tracking of project milestones, resource utilization, risk indicators, and budget adherence.
- Streamlined delivery workflows, boosting execution speed by 35% and increasing adaptability through hybrid community engagement frameworks.
- Applied needs-based prioritization and stakeholder analysis to enhance program relevance, secure diversified funding, and build systemic resilience.

EMPLOYMENT HISTORY

Program Manager → Director of Development

NGO Italian cultural center Emilie and NGO IRCCC Dialogue

2014 – 2022

As Director of Development

- Launched 47+ data-centric initiatives, embedding analytics into program design and increasing organizational scale by 30%.
- Secured €2.5M+ through data-driven grant proposals, forecasting donor behavior via segmentation analysis and CRM insights.
- Engineered a real-time monitoring system, improving KPI visibility and reducing planning errors by 25%.
- Built interactive dashboards to visualize funding allocation, partner performance, and program milestones across 20+ collaborations.
- Modeled community engagement using behavioral data, leading to 10 high-impact programs reaching 13,000+ beneficiaries.
- Directed 25-person cross-functional teams, applying OKR frameworks and sprint analytics to enhance delivery velocity by 20%.
- Analyzed quarterly satisfaction data from Typeform and Google Forms, driving iterative program refinement and a 15% increase in feedback scores.

As Program Manager:

- Mapped program lifecycles using delivery data, optimizing execution across 20+ initiatives and improving delivery rates by 25%.
- Designed 16 modular learning programs, leveraging learner feedback analytics to boost completion rates among 300+ participants by 40%.
- Standardized workflows for 18 trainers using knowledge management tools (Notion, MS Teams), improving throughput by 30%.
- Synthesized findings from needs assessments and market scans, enabling evidence-based service launches and raising satisfaction by 35%.
- Consolidated stakeholder metrics, reducing coordination costs by 20% and improving collaboration performance.
- Audited regulatory compliance via internal dashboards, maintaining 100% audit-readiness and unlocking new funding streams.
- Established data loops for stakeholder engagement, increasing participation and long-term retention by 50%.
- Applied ISO-based quality metrics, reaching a 90% satisfaction threshold while minimizing incident reports by 15%.

Product Marketing Manager / Data Analyst

Internet Service Provider ISP Point Ltd

2019 – 2022

- Designed a data-led marketing strategy, boosting user acquisition by 13% YoY based on traffic segmentation and conversion metrics.
- Evaluated ad performance using Google Analytics, SEMrush, and custom attribution models, reducing cost-per-lead by 29%.
- Investigated user behavior through NPS & feedback analytics, driving service optimizations and increasing satisfaction to 89%.
- Benchmarked competitors across price, traffic, and engagement, enabling strategic product positioning and lifting revenue by 3.2% annually.
- Created SEO dashboards via Search Console, enabling ranking trend analysis and informing content optimization efforts.

EDUCATION & CERTIFICATIONS

Master's Degree in Engineering and Biotechnology, National University of Food Technologies, Kiev, 2002

- Google Advanced Data Analytics Certificate, Coursera – 2025
- Google Data Analytics Professional Certificate (v2), Coursera – 2025
- Google Business Intelligence Certificate, Coursera – 2025
- Google IT Automation with Python Professional Certificate, Coursera – 2025
- Google Project Management Professional Certificate (v2), Coursera – 2025
- Data Visualization: Storytelling, LinkedIn – 2024
- Aha! Product Management Professional Certificate, Provided by Aha! and LinkedIn – 2024

FOREIGN LANGUAGES

- Ukrainian, Russian – Native (C2)
- Italian – B1–B2
- English – A2 progressing
- Dutch – A2 progressing