

NATALIA RODCHENKO

Marketing Communications and
Communications Strategy Analytics for hi-tech

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Applying for positions in communications, content marketing and communications strategy development, digital brand analytics and communications, and community management (commercial companies, marketing, media, and advertising agencies).

Previous experience (industry sectors): biotechnology, 3D engineering, fintech, ERP, and e-commerce software industries

Summary: experienced specialist in marketing analytics and communications. My professional history includes five years in marketing communications and previous work in academic research. I have successfully completed projects for 3D engineering, digital finance, and e-commerce products. I have co-authored technology-based publications, case studies, customer stories, and posters. I have analyzed and packaged several complex, high-tech products into digital marketing solutions and supervised communications design development. I have experience in community support and communications for a distributed online media publishing platform (startup, UX writing). I received multiple awards during my academic studies and won conference placement for one of my commercial products at a large international conference.

I hold a National Diploma with the highest honors (*summa cum laude*) in mathematics (Russia) and a Master of Science in computational biology (*magna cum laude*, USA).

Key skills and expertise: hi-tech marketing communications, market research, marketing analytics, marketing product packaging, digital brand (design and development) supervision, community support and communications, UX writing, sales analytics

Software and OS: Python, R, Figma, MS Excel, LaTeX, MS PowerPoint, Google Tools

Languages: English (fluent, native/bilingual proficiency), Russian (fluent), Montenegrin and Serbian (limited working proficiency).

Portfolio: a hi-tech marketing communications portfolio and examples of academic publications are available [at the link](#).

Education

University of Southern California, Los Angeles, USA,
December 2017

M.Sc. in Computational Molecular Biology, *magna cum laude*, US GPA: 3.7/4.0

Saint-Petersburg State University, St-Petersburg, RU,
June 2010

National Diploma in Applied Mathematics and
Computer Science, *summa cum laude*, US GPA: 4.0/4.0

Professional Experience

TESSERAЕ, NEW YORK, USA

Technology Marketing Lead, Sep 2022 – Feb 2023, contract (“turnkey basis” project)

performed marketing analysis, developed branding and marketing packaging for the company’s main software product, Tesserae; supervised the full lifecycle of graphical design; consulted the company’s CEO on the marketing strategy; and conducted some analytics on sales on request by the company.

Tools: Google Apps, MS Excel, Figma, MS PowerPoint

SIMIA, PODGORICA, MONTENEGRO

Technology Communications and Marketing Lead, May 2020 – Aug 2022, full-time, (multiple projects)

analysed and packaged distributed p2p communication products, for a set of key target audiences, completed market analytics for B2B and B2C target audiences, developed marketing strategy and publications, supervised colleagues in website design, and launched online representations for digital projects as a marketing communications specialist. Won placement for one of the products at the Web Summit conference (Portugal).

Tools: Figma, Canva, Google Apps, MS PowerPoint, MS Excel

ARTEC 3D, MOSCOW, RUSSIA

Sales Analytics and Technology Communications Specialist, Dec 2019 – Apr 2020, full-time, position closed due to COVID-19

developed and implemented analysis of the sales database (20,000+ entries), proposed solutions based on analytics results, and authored technology-focused articles in the area of 3D scanning for the 3D technology learning center;

conducted interviews with technology specialists; researched and wrote case studies based on biomedical research publications (applications of 3D scanning in medicine).

Tools: Python, Excel, bash scripting, Google Apps

U°OS, MOSCOW, RUSSIA

Product Development and Communications, *January 2019 – August 2019, start-up, full-time*

developed marketing and technology papers, communicated about the system with external and internal parties (publications, presentations), co-designed the algorithm for the GitHub Token AirDrop, and calculated user AirDrop shares using a large GitHub archive dataset; developed conceptual marketing use cases for the platform and performed a comparison with other frameworks for potential users, investors, and marketing; created analytical publications on global impact and applications of computed social reputation and decentralization.

Tools: Python, bash scripting, LateX, GiT

SIG-UCLA SUMMER SCHOOL, LOS ANGELES, USA

Bioinformatics Instructor and Course Developer, *July 2017 – August 2017, part-time*

developed a course plan, conducted lectures and practical sessions, accessed students' performance via final projects, and achieved high evaluations as an instructor (certificate of teaching evaluation).

UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES, USA

Teaching Assistant, Biological Sciences, *January 2014 – December 2017, part-time*

developed the course plan, conducted lectures and practical sessions, and accessed the students' performance via their final projects.

UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES, USA

Research Assistant, Academic Fellowship, *August 2012 – December 2017, part-time*

completed a research project on statistical modeling of interactions of somatic mutations with cancer risk and participated in side research projects on modeling of the structure of mutations in regenerating tissues of Planaria (statistics), as well as on the impact of task switching and interruptions on software development processes (computer science).

Tools: Python, R, LateX, MS PowerPoint, MS Word, MS Excel, bash

Tests and Certifications

TOEFL iBT English Proficiency: 108 out of 120, **Certificate**, 2010

Information Retrieval Systems and Data mining, St-Petersburg State University, **Winter School 2008**, training completion certificates

Selected Teaching Experience

United States: SIG-UCLA summer school course in computational molecular biology for gifted high school students, Molecular Biology, Topics in Neuroscience, Genetics, Sociology and Demography of Health, and others.

Honours and Awards

Product placement in the Alpha Startup track, WebSummit (Portugal), competitive award, 2022

Highest honours awarded on the National Diploma, St. Petersburg State University, Department of Applied Mathematics and Control Processes, Saint Petersburg, Russia, 2010

Merit Stipend Award, Master's degree, University of Southern California, USA (competitive award), 2010

Internship funding awarded by INRIA, France, competitive award, 2009

Volunteering

Biomedical science journal club readings, attendee and presenter: nutrition, human health, evolutionary genetics, 2020-2021, **Skolkovo Institute of Technology**, Moscow, Russia

Information retrieval and data mining academic seminars, coordinator and presenter, 2008-2009, **Saint-Petersburg State University**, Saint-Petersburg, Russia