



●★ Aida Žukauskaitė

With a proven track record in strategic decision-making, team leadership, and project execution, I stand at the intersection of data science and business growth. Whether it's navigating the nuances of customer journey tracking or negotiating pivotal contracts, I lead with a data-first approach, ensuring sustainable success and progress.

WORK EXPERIENCE

PassCamp CO-FOUNDER & CEO JUN 2021 - OCT 2023

Cybersecurity startup building Business Password Manager

Stepping into an executive role for a team with no clear leadership since founding was a challenge. I addressed leadership debt and created clear processes, chose a direction for the business, and defined product value proposition.

Achieved a remarkable revenue growth, increasing 3x in 2021 and a subsequent 36% in 2022.

Successfully retained and motivated the core team throughout the hard times of bootstrapping and unfavorable market situations.

Managed partnerships and completed complex integrations with leading cybersecurity brands, positioning our product as a valuable addition to their bundles.

Directed product strategy, ensuring alignment with customer needs, market demands and fostering company expansion.

Skills: Leadership · Strategic Vision and Planning · Resource Allocation · Emotional Intelligence · Decision Making

INSIGHTS ANALYST, PARTNERSHIPS MANAGER AUG 2019 - JUN 2021

Established reporting and analytics infrastructure, ensuring accurate and insightful data-driven decision-making.

Analyzed customer behavior patterns for the newly launched product, leading to optimized feature restrictions in pricing plans for enhanced profitability.

Stepped into a commercial manager role, where I successfully led negotiations of key partnership terms, resulting in securing a €120k ARR partnership within my first year of joining.

Strategically planning the company's finances to ensure operation without the need for external investment.

Skills: Negotiation · Sales Management · Financial Planning · Data Analysis · Python · SQL

Farfetch PRODUCT DATA ANALYST JUL 2020 - JUN 2021

British-Portuguese online luxury fashion retail platform

Addressed challenges in product marketing tracking data by fostering close collaboration with product marketing teams and analysts. Established enhanced tracking mechanisms to facilitate detailed and unbiased monitoring and analysis.

Transitioned PowerBI reporting dashboards to more reliable data sources, ensuring consistent and accurate data representation.

Championed the adoption of Python notebooks, conducting a series of instructional sessions to empower fellow analysts with this tool.

Collaborated with cross-functional teams, including Product, Marketing, and Operations, providing data-driven support to bolster strategic decision-making.

Led multiple deep-dive analyses, with insights instrumental in strategic planning, setting OKRs, and influencing roadmap decisions.

Skills: Negotiation · Sales Management · Financial Planning · Data Analysis · Python · SQL

Trade Me INSIGHTS ANALYST FEB 2018 - NOV 2019

The largest internet auction website in New Zealand. 20 years in operation.

Served as the first analyst for the Marketplace B2B area and the local office, championing the importance of analytics and educating teams on effective experimentation techniques, and data-driven decision-making.

Transformed business area reporting from merely tracking Revenue and Buyer count. Initiated and executed a comprehensive tagging project to monitor all customer journey and key user actions.

Worked closely with executives, providing essential data-driven insights to guide strategic decisions.

Played a pivotal role during the Due Diligence (DD) and company acquisition phase, delivering detailed data sets and insights tailored to auditor specifications.

Collaborated with marketplace teams to understand and optimize the demand-supply balance.

On my own initiative, revolutionized an antiquated manual top sellers billing system that was heavily reliant on massive SQL code. In the process, identified and rectified coding and billing errors, and aligned technical billing with legal agreements, resulting in a five-digit revenue increase from corrected fees.

Automated and standardized the commissioning system for the sales team, streamlining processes and enhancing accuracy.

Successfully recruited and mentored an intern, focusing on nurturing both their technical and analytical acumen.

Worked on the loyalty project with the product team, looking for opportunities to improve customer engagement.

Skills: Data Science · Python · SQL · Data Analysis · Analytical Skills · A/B Testing

Vinted DATA SCIENTIST MAR 2016 - NOV 2017

2nd hand fashion marketplace, 1st Lithuanian Unicorn

I went through the transformation of the company. In this critical moment I was collaborating with external consultant and internal product teams looking for opportunities to become a profitable business. We changed the business model and pricing strategy, which resulted in reaching profitability within 12 months after the changes.

Initiated the first data science project - a recommendation system for personalized item recommendations.

Participated in the launches of several new markets and monitored their success.

Monitored and provided insights into the launch of advertising and new paid features, contributed to pricing strategy.

Looker administration – responsibility for it being up to date, communicating with providers, and taking care that metrics and dashboards are relevant and correct.

Contributed to DWH base – writing new and adjusting current jobs, and tests for data pipeline.

Skills: Online Marketplace · Data Analysis · SQL · Apache Spark · A/B Testing

Vevaldis BUSINESS ANALYST FEB 2012 - DEC 2014

IT Consultations for Business Process Digitalization

Worked on customer basket analysis to identify relationships between purchases and customer behavior.

Lead the consultancy projects for business process digitalization and reporting tools setup.

Performed customer segmentation for one of the largest retail chains in Lithuania.

Built Business Intelligence systems, including data warehousing and OLAP cube architecture development.

Skills: Negotiation · Sales Management · Financial Planning · Data Analysis · Python · SQL

University of Amsterdam AMSTERDAM SCHOOL OF ECONOMICS 2014 - 2015

Master degree in Economics (Specialization – Behavioural Economics and Game Theory)

Behavioural Economics.

Advanced Game Theory.

Experimental Economics.

Neuroeconomics.

Econometrics

Thesis: The Influence of the Green Information System and Social Norms on Customer's Decision to Choose the Eco-Labelled Product – experiment about using application and social norms to persuade people to behave environmentally friendly

Vilnius University FACULTY OF MATHEMATICS AND INFORMATICS 2008 - 2012

Bachelor degree in Statistics (Specialization – Financial and Actuarial Mathematics)

Economical:

Methodology of Economics, Macroeconomics, Microeconomics, Modern Economic Thought, Financial Calculations, International Finance, Risk Theory, Risk Management, Survival Demographic Models.

Statistical and Mathematical:

Probability Theory, Statistics, Random Processes, Algebra and Geometry, Calculus, Econometrics, Differential Equations, Discrete Mathematics, Mathematical and Functional Analysis.

Data management:

Database management Systems, Data Structures and Algorithms

Thesis: Investigation of the Sparre Andersen Model with Constant Dividend Barrier – validating the improved risk model performance and ability to evaluate the bankruptcy risks of insurance company