



●★ Aida Žukauskaitė

I am a problem solver with data and behavioral science background. Past couple of years I lead a co-founded cybersecurity startup. Before that I worked with many product, marketing and executive teams to inform their decisions with the help of data analysis.

WORK EXPERIENCE

PassCamp CO-FOUNDER & CEO JUN 2021 - APR 2023

Cybersecurity startup building Business Password Manager

Overseeing all aspects of the business, including marketing, sales, product development, and customer support
Defining company's vision and strategy
Establishing partnerships with key cybersecurity firms and technology companies
Developing and maintaining financial models and budgets to ensure sustainable business growth and profitability
Analyzing customer behavior data to inform decisions

Skills: Financial Modeling · Business Strategy · Management

INSIGHTS ANALYST, PARTNERSHIPS MANAGER AUG 2019 - JUN 2021

Analyzing user behavior
Developing and maintaining financial models
Defining pricing and creating business model
Managing sales process

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

Supporting marketing and communication teams with data insights to drive effective campaigns and improve customer engagement
Suggesting KPIs and health metrics to monitor business health and OKRs fulfillment
Collaborating with cross-functional teams, including Product, Marketing, and Operations to support strategic decision-making
Doing deep dives and preparing dashboards

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.

B2B management team support in strategic decisions
Working with marketplace teams, figuring out demand and supply balance - helping the sales team to focus on attracting the right sellers
A/B test design, events tagging, monitoring and results analysis
Guiding product teams to make data-driven decisions on their backlog ideas
Creating and maintaining dashboards
Recruiting and managing intern, providing mentorship and guidance to enhance their technical and analytical skills

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

Working with product teams - analysing user behaviour and providing support for data driven decisions while improving UX/UI of the product

A/B tests design, monitoring and results analysis

Creating algorithms for personalised item recommendations.

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

Keeping KPI's, dashboards up to date

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

Inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making

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

Vevaldis BUSINESS ANALYST FEB 2012 - DEC 2014

IT Consultations for Business Process Digitalization

Conducting customer basket analysis to identify relationships between purchases and customer behavior

Performing customer segmentation for one of the largest retail chains in Lithuania

Developing and implementing business process and performance monitoring systems

Building Business Intelligence systems, including data warehousing and OLAP cube architecture development, data visualization, report design, and creation

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