
Education

University of Zürich

PhD in Business Administration

Chair of Marketing for Social Impact

Supervisors: Prof. Dr. René Algesheimer and Dr. Manuel S. Mariani

Aug. 2023 – now
Zürich, Switzerland

University of Potsdam

Master of Science in Cognitive Systems

Swiss-scale GPA: 5.7

Nov. 2020 – Jun. 2023
Potsdam, Germany

Higher School of Economics

Bachelor of Arts in Fundamental and Applied Linguistics

Swiss-scale GPA: 5.6

Sep. 2016 – Jul. 2020
Nizhny Novgorod, Russia

Professional Experience

University of Zurich, Chair of Marketing for Social Impact

Research Associate

Aug. 2023 – now
Zurich, Switzerland

Treasury Intelligence Solutions GmbH

Data Scientist

Jun. 2022 – May 2023 (part-time)
Trier, Germany

Treasury Intelligence Solutions GmbH

Technical Writer

Oct. 2021 – May 2022 (part-time)
Potsdam, Germany

Teaching

University of Zürich

R/Python - a non-technical overview of big data techniques, team work and interactive visualization with applications to Marketing, Master level

Co-instructor with Dr. Radu Tanase

Average evaluation: 5.3

Spring 2024, 2025, 2026

University of Zürich

Marketing analytics, Bachelor level
Co-instructor with Dr. Margot Löwenberg
Average evaluation: 5.5

Fall 2024, 2025

Higher School of Economics

Data analysis and machine learning, Bachelor level
Teaching assistant

Spring 2020

Grants

Open Innovation grant from University of Zurich Teaching Fund

Project "Evidence-Based Framework for Responsible Generative AI Usage in Higher Education"
March 2025 - February 2027
Amount: CHF 41,000.

DAAD (Deutscher Akademischer Austauschdienst) scholarship for Master's studies

A study grant fully covering living expenses in Germany for two years
October 2020 - September 2022
Acceptance rate: 7%.

Technical Skills

Programming & Data Science: Python, R, SQL.

Machine Learning & NLP: Transformers, PyTorch, TensorFlow, spaCy.

Web & Data Collection: HTML/CSS, JavaScript (basic), BeautifulSoup.

Tools & Platforms: Git (GitHub/GitLab), AWS (SageMaker), Jupyter, PyCharm.

Editing: LaTeX, MS Office, Adobe Illustrator/Photoshop.

Languages

Russian - native (C2)

English - fluent (C1)

German - upper-intermediate (B2)