Irina Chinenova
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Australia

BACKGROUND

For nearly 10 years, Irina has worked in a consulting capacity providing data-driven insights to clients in the Australian, Asian and European markets.   She has helped deliver customer value to organisations across variety of industries, including ICT, Banking and Finance, Government, Retail, Transport and Manufacturing.

RELEVANT EXPERIENCE

Irina specialises in helping clients maximise the effectiveness of their media activities, achieve higher business outcomes (e.g. sales, customer acquisition, customer retention, leads, website traffic, etc.) and cost-efficiently through optimising their marketing strategy. Her strategic recommendations are derived from exploratory analysis and econometric modelling programs. Her strong understanding of business coupled with technical expertise allows translating complex ideas into actionable guidance to customer leadership teams.

AREAS OF EXPERTISE

- Measuring Marketing Effectiveness

- Customer Segmentation analysis

- Forecasting/Predictive studies

- Driver/Attribution analysis

- ROI Analysis

QUALIFICATIONS AND PROFESSIONAL DEVELOPMENT

- MBA (Distinction)

- Bachelor of Finance and Economics (Honours)

- Member of the Institute of Analytics Professionals of Australia

Telephone	+61 (0)2 8094 7444
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SOME ORGANISATIONS IRINA HAS WORKED WITH

Public Sector: Australian Defence Forces, NBN, Department of State Development and Innovation, Victoria State Government, SSICT

Corporate Sector: Medibank, ahm, MyBudget, BIG W, Virgin Australia, HP, Microsoft, Macquarie Group, Dell, Fuji Xerox, Cisco, EMC, CSIRO, UGL, Telstra, BHP Billiton, Ricoh, Canon, SAP, DELL

Media and Advertising: Dentsu Mitchells, Carat Australia, Vizeum, IDG Communications, Progressive Digital Media, Google

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