

# Mykhailo Polishchuk

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A data-driven student focused on applying analytics to solve real-world business problems and support decision-making.

## EDUCATION

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**Mercyhurst University** **Expected May 2027**  
**Bachelor of Science, Data Science & AI; Bachelor of Arts, Marketing** **GPA 3.9**

## PROFESSIONAL EXPERIENCE

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**Kyivski Zori** **Jun 2025 – Aug 2025**  
Marketing Analyst Intern

- Built and launched a Wix website; applied on-page SEO practices that increased site sessions by 144% and unique sessions by 100%.
- Built an AI-assisted workflow to extract lead details from inbound buyer inquiries and auto-populate an Excel tracker, reducing manual data entry workload for real estate managers.
- Conducted keyword research and optimized on-page content to improve organic visibility.
- Developed an organic social media strategy and competitive analysis, increasing audience reach and inbound inquiries by 30%

## PROJECTS

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**Faculty-Guided Researcher | Excel, PowerPoint, Python** **Oct 2025 – Present**

- Leveraged Python to collect, clean, and standardize 80,000+ open-source records for education and sports analytics research, resulting in analysis-ready dataset.
- Used Excel to run statistical tests and regression models, creating interpretable findings and visuals that supported hypothesis and guided next-step analysis.
- Presented results via PowerPoint at a research conference, translating analysis into clear takeaways for non-technical audiences, and informing practical implications for student learning and athlete performance.

**Course Projects | Excel, PowerPoint, Qualtrics, SPSS** **Sep 2025 - Dec 2025**

- Used Excel modeling to accomplish S&P 500 portfolio risk and diversification analysis (returns, volatility, correlation/regression), resulting in a PowerPoint-ready summary of actionable insights.
- Designed and deployed a Qualtrics survey collecting hundreds of responses on perceptions of AI in the workplace, delivering actionable insights through structured statistical analysis.

## SKILLS

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**Tools/Software:** Excel, PowerPoint, Python, SQL, PowerBI, Generative AI, Qualtrics, SPSS

**Analytics/Methods:** Statistics, Business & Financial Analytics, Data Collection & Cleaning, Big Data Analytics, Data Visualization, Machine Learning

**Soft Skills:** Analytical Thinking, Problem Solving, Communication, Teamwork, Data Storytelling

## HONORS & LEADERSHIP

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Dean's List (4x) | 4.0 GPA (3 semesters) | Student-Athlete (4 seasons) | Honors Student | Phi Eta Sigma National Honor Society (Member) | NCAA Division I Team Captain