

Marina Ermina

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Citizenship: Iceland & United Kingdom · Permanent residence: Iceland

PROFILE

Data analyst and project manager in Reykjavík. Two first-class Masters: Economics & Management, and Environment & Natural Resources. Twenty years in project management and client relations, in the UK and internationally — then research: I built the National Footprint & Biocapacity Accounts and wrote an empirical Nordic “Beyond GDP” thesis. I build websites, dashboards, impact calculators, automation and AI tooling.

EDUCATION

MA Environment and Natural Resources First-class · 120 credits	University of Iceland · 2025
Íslenskubró Diploma BA · 60 credits	University of Iceland · 2024
Diploma in Business Association of Business Executives	ABE, London · 2008
MA Economics & Management First-class · Engineering & Ecology University	MGUIE · 2005

RESEARCH & TECHNICAL SKILLS

Data & analysis: MySQL, Python and R — multi-database queries, statistical analysis and visualisation. Built the National Footprint & Biocapacity Accounts (2026 Edition). Quantitative and qualitative methods.

Web & data visualisation: HTML, CSS and JavaScript — bilingual (EN/IS) websites, interactive research dashboards and ESG impact calculators. Deployed via Git and GitHub Pages.

Automation & AI: Python (requests, BeautifulSoup) for scheduled web research. Voice-to-spreadsheet pipeline using Whisper and an LLM, running on Google Cloud Run. Google Sheets API. AI-assisted development as a daily working method.

Tools: GitHub · VS Code · Claude Code · Asana · Slack · Notion · Obsidian · NotebookLM · Google Sheets

PROFESSIONAL EXPERIENCE

Sustainable Product Developer (part-time) — MAS Group, Reykjavík	2026
- Researched and selected a more sustainable product to bring to market, with competitor and market analysis across Iceland. - Designed and self-published a B2B product landing page with an interactive ESG impact calculator (transparent methodology and references). - Conducted green-claims due diligence against EU and Icelandic rules; found the product's environmental claims did not hold up, and the launch was stopped.	
Data Analyst (part-time) — International Ecological Footprint Learning Lab, Toronto (remote)	2025
- Prepared the National Footprint and Biocapacity Accounts (2026 Edition) in MySQL, optimised the existing codebase and developed new scripts to support SDGI and HDI integration. - Conducted quantitative and qualitative research on Wellbeing Economy indicators in the Nordic countries, and translated findings into written insights for broader audiences.	
Project Coordinator & Educator — GreenWellbeing NGO, Reykjavík	2018–2025

- Managed sustainability projects and facilitated environmental workshops (SEEDS Iceland, Seljagarður, GAIA), as well as wellbeing and nature education with children (Waldorf, Miðberg, Red Cross).
- Secured local and EU grant funding, including Nordic Erasmus+, RANNÍS, Rótarý á Íslandi and Borgarbókasafnið.

Founder & Educator — WorkWellBe, London 2015–2018

- Designed and delivered wellbeing and productivity training for clients in the UK, Poland and Iceland.

Earlier business experience — London and Moscow 2003–2014

- Account management and international operations in private aviation and corporate travel — AirPartner (2012–2014), Destima Travel (2009–2011), Traicon Travel Corporation (2006–2008) and American Express Global Travel (2003–2005).

ADDITIONAL TRAINING

AI Agents & Orchestrating Workflows (DeepLearning.AI), 2026 · Erasmus Training for Youth Trainers, Nordics, 2024 · Positive Psychology (UNC, Coursera), 2016

LANGUAGES

English (fluent) · Russian (fluent) · Icelandic (conversational) · Polish (conversational)