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Profile

Results-driven Data Intelligence Professional with a strong foundation in Python programming, data engineering, and business analysis. Proven expertise in transforming raw data into actionable insights and supporting data-driven decision-making. Skilled in managing analytics projects, optimizing processes, and communicating complex technical information effectively to stakeholders. Seeking a role as a Software Developer or Business Analyst with a focus on leveraging Python and data analysis skills.

Core Competencies

- **Programming:** Python, SQL, GitHub
- **Data Engineering:** ETL, Data Warehouse(Snowflake), API, Database Management, Schema Design
- **Analytics & Visualization:** Tableau, Looker, Jupyter & Marimo, Excel (Advanced, VBA), Illustrator, Photoshop, Keynotes, InDesign, iMovies, Powerpoint
- **Soft Skills:** Organizational skills & Strategic Planning, Documentation, Presentation Skills, Team Leadership, Trilingual (Spanish & English, French - Intermediate)

Relevant Experience

Analytics Engineer

Autodesk | Remote | June 2025 - Today

- Led the development of a data solution aimed at uncovering long-term trends in campaign investments, increasing cross-departmental collaboration & alignment between Sales, Marketing, Finance, and Customer Support data.
- Automated analysts manual reporting with mapping of new executive-defined groupings, leading to restructuring campaign ROI & efficiency.
- Created comprehensive documentation for the new data structure, reducing onboarding time for new team members and ensuring consistent data interpretation across teams.
- Established a GitHub repository to centralize code, enforce best practices, and enhance collaboration within a truly global distributed team.

Sr Project Manager

Snowflake Inc. | California, United States | Mar 2019 - Jul 2019

- Built and managed Looker analytics reports integrating Salesforce and Snowflake data, enhancing decision-making capabilities for 5 business units.
- Led a 4x team expansion and implemented process improvements using JIRA, resulting in a 20% increase in task efficiency within 4 months.
- Spearheaded a multi-vendor project to overhaul the post-purchase experience, increasing monthly active members by 30x within 2 years and contributing to rise in customer retention and satisfaction rates.

Analytics Manager

MapR Technologies | California, United States | Jun 2016 - Jul 2017

- Built and administered a data lake cluster on top of MapR Converged Platform and other open source tools such as Apache Drill, a schema free NoSQL data explorer, to query multiple types of data sources.
- Implemented Apache Diverge Collector through Google Tag Manager to capture clickstream data from corporate websites in an AWS cluster with load balancers.
- Created analytics dashboards using Kibana and Apache Zeppelin, saving the company over

- \$80,000 annually in licensing costs by eliminating the need for third-party visualization tools
- Received the MapR Star Award for outstanding performance and contribution to data analytics initiatives.

Marketing Research Specialist at

Novartis | Caracas, Venezuela | July 2010 – August 2012

- Improved performance of Novartis Venezuela's 2nd biggest product by analyzing consumer data from multiple datasets, refining customer targets and redefining brand strategies.
- Developed and automated user-friendly dashboards to track sales and market trends, reducing manual reporting time by 30%.
- Prepared and gave bi-monthly presentations to the Board of Directors and CEO with analysis of market planning and corporate strategy.
- Executed first research model for studying customer's journey and sensitize associates
- Provided insights for marketing decisions based on data analysis of past sales, market/environment, and share trends, to forecast future trends.
- Designed and implemented qualitative and quantitative marketing research studies, coordinating and auditing suppliers to ensure quality and relevance of results.

Project Coordinator

GfK | Caracas, Venezuela | Jan 2009 – July 2010

- Coded a VBA interface in Excel to lookup and surface all the information of the customers in order to improve CRM. This tool became a regional Best Practice and adopted in other Latin-American countries.
- Designed and executed Brand Image & Concept testing studies for renowned companies such as Diageo and Cargil.
- Coordinated cross-border projects involving teams in France, UK, Germany, Mexico, and Colombia, achieving a 95% project completion rate on schedule.

Education

2013-2014 **Master of International Marketing** | Hult International | California, United States.

- **GPA 4.2/5** - Graduated with Cum laude distinction.
- Developed Mobile App for online education.
- Member of Digital Marketing Club and Healthcare clubs.
- Won 1st Place in consultancy project for MapR Technologies. .

2004-2008 **Bachelor in Production Engineering** | Universidad Metropolitana | Caracas, Venezuela.

- **GPA 16/20** - Graduated 1 year earlier.
- Teacher Assistant for VBA Programming course.

Projects Information

- **Ready to be Ted Talk inspired?** - <https://bit.ly/TedTalksProject>

I used ML to create a recommendation engine to help you find your next favorite Ted Talk.

This project also showcases web scraping, data cleaning, data classification techniques (PCA and clustering), ML prediction models (Logistic Regression, Simple Tree, Random Forest and X-Boost) and visualization using Matplot.

- **Understanding Gun Violence in USA** - <https://bit.ly/aaas24-gun-violence>

This project seeks to better understand the horrific gun violence we live in the United States using. This project showcased data cleaning, exploration and visualization using python libraries and tableau dashboard.