

Alberto Castro Jiménez

Data Analyst

Data Analyst with a Software Engineering background and 5+ years of experience analyzing operational processes, ensuring data quality, and supporting data-driven decisions in global CRM environments. Strong proficiency in SQL, Python, Power BI, and Excel, with hands-on experience in data cleaning, analysis, visualization, and reporting. Experienced working with cross-functional international teams, translating business requirements into actionable insights, and supporting decision-making through dashboards and structured analysis.

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[Alberto-josé-castro-jiménez](#) 

[Website](#) 

Professional Experience

Email Developer

Encora, Alajuela, San Carlos

October 2020 – Present

- Supported data-driven operational decisions by analyzing recurring workflow patterns, documenting findings, and proposing process improvements adopted across global teams.
- *Supported A/B testing for marketing email campaigns by comparing user engagement across message variants, contributing to insights used to optimize future campaign performance.*
- Optimized marketing campaign creation workflows by designing reusable dynamic components, reducing manual setup effort and recurring rework for PMs across multiple campaigns.
- Analyzed existing workflows through research and documentation to identify inefficiencies and support process optimization and automation initiatives.

Education

Bachelor's Degree in Software Engineering

UTN, Alajuela, San Carlos

Graduated: Dec 2020

Diploma in Information Sciences

UTN, Alajuela, San Carlos

Graduated: Dec 2020

Certifications

- Microsoft Certification: Power BI Data Analyst Associate (In Progress)
- Microsoft Power BI: Business Intelligence – G-Talent.net (2022)
[Prepare and Visualize Data with Power BI – Microsoft \(2025\)](#)
- [Microsoft Azure SQL – Microsoft \(2024\)](#)
- [Modern Data Warehouse Analytics – Microsoft \(2024\)](#)
- [Storytelling with Data – Udemy \(2023\)](#)

(Additional certifications available on LinkedIn.)

Projects

Gym Admin Database

- Designed a relational database model to support operational reporting and performance analysis for a simulated multinational gym environment, enabling tracking of memberships, attendance, and service usage to support data-driven operational decisions.
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Python Database Generator

- Developed a Python-based data generation tool to create structured CSV datasets simulating real-world user data, enabling testing of data pipelines, analysis workflows, and reporting scenarios at scale.

TV Show Episodes Stats Analyst

- Conducted exploratory data analysis (EDA) on TV show episode data to identify trends, performance patterns, and anomalies across seasons, using Python visualizations to support insight generation and comparative analysis.
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Professional Skills

- Cross-functional communication
- Process documentation
- Problem Solving
- Attention to detail
- Self-learning
- Analytical thinking
- Communication
- Team-collaboration

Technical Skills

- **Data Analysis:** SQL, Python (Pandas, NumPy, Matplotlib), Excel
- **Business Intelligence:** Power BI, Power Query, Dashboard Design
- **Data Processes:** Data cleaning, validation, transformation, reporting
- **Tools:** Jira, Google Workspace, Microsoft Office
- **Other:** Agile / Scrum, documentation, stakeholder collaboration

Languages

- Spanish (Native)
- English: B2 (Daily professional communication)
- Portuguese (Fluent) - Spoken and written

References

Ana Ulate Salas

Senior Content Developer
Encora
Relationship: *Team Lead*

Alejandra Orozco

Project Manager
Encora
Relationship: Project Manager

Richard Gilbert

Visual Design Manager
Viator
Relationship: Client