

# ALBERTO CASTRO JIMÉNEZ

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## SUMMARY

Result-oriented Data Analyst and Software Engineer with 5+ years of experience in global CRM and marketing analytics. Expert in SQL, Python, and Power BI for data cleaning, complex visualization, and automated reporting. Proven ability to translate intricate business requirements into strategic insights while collaborating with cross-functional international teams in Agile environments.

## EXPERIENCE

### Email Developer / Marketing Data Analyst

ENCORA

October 2020 – Present, Alajuela, Costa Rica

- Supported data-driven operational decisions by analyzing recurring workflow patterns and proposing process improvements adopted across global teams.
- Executed A/B testing for marketing campaigns, comparing engagement metrics to optimize the performance and reach of future campaigns.
- Optimized campaign creation workflows by designing reusable dynamic components, reducing manual effort and turnaround time by an estimated 30% per project.
- Collaborated with international teams to translate complex business needs into technical solutions and structured data analysis.

## PROJECT

### GYM OPERATIONS ANALYTICS DATABASE

- Designed and normalized a relational database model to support operational reporting for a simulated multi-branch gym environment with over 1,000 member records.
- Analyzed membership, attendance, and service usage data to support data-driven decisions, identifying trends across 12 consecutive months of simulated activity.
- Documented the entity-relationship diagrams (ERD) to ensure the database's long-term maintainability, achieving 100% data integrity through strict normalization (3NF).
- Performed complex SQL joins and aggregations to generate automated monthly reports, significantly reducing the manual data processing time for facility management teams.

### PYTHON DATABASE GENERATOR

- Developed a Python-based data generation tool to create structured CSV datasets, simulating 5,000+ unique user records for system stress testing.
- Optimized analysis workflows by enabling stress testing for data pipelines across 5+ distinct business logic scenarios.
- Reduced the time spent manually preparing test data from hours to less than 5 minutes by implementing automated randomization scripts.
- Integrated comprehensive data validation checks within the generation script to ensure that all synthetic data maintained logical consistency across all relational tables.

### GYM ADMIN DATABASE BI REPORT

- Transformed transactional SQL data into interactive visual insights by creating Power BI dashboards tracking 10+ core operational KPIs.
- Implemented data models to visualize attendance trends and retention rates, facilitating strategic analysis for quarterly management reviews.
- Designed clean, user-friendly visualizations that consolidated data from 3 separate relational tables into a single source of truth for reporting.
- Automated the data refresh schedule within Power BI Service, ensuring that stakeholders always had access to the most recent operational metrics without manual intervention.

## EDUCATION

### Bachelor's Degree in Software Engineering

UNIVERSIDAD TÉCNICA NACIONAL (UTN) • Alajuela, Costa Rica • December 2020

### Diploma in Information Sciences

UNIVERSIDAD TÉCNICA NACIONAL (UTN) • Alajuela, Costa Rica • December 2020

## SKILLS

SQL (PostgreSQL, MySQL), Python (Pandas, NumPy, Matplotlib, Seaborn), Power BI (DAX, Power Query), Advanced Excel (VLOOKUP, Pivot Tables), ETL Processes, Data Modeling

Analytical Thinking, Cross-functional Communication, Problem-Solving, Agile/Scrum Methodology, Technical Documentation, Stakeholder Management

Spanish (Native), English (B2 - Professional), Portuguese (Fluent)