

Alberto Castro Jiménez

Data Analyst

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[Alberto-josé-castro-jiménez](#) 

[Website](#) 

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.

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.*

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.*

Professional Skills

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

Technical Skills

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

Languages

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

Recommendation letters available upon request