

Alberto Castro Jiménez

Data Analyst

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[Alberto-josé-castro-jiménez](#)



[Website](#)



Data Analyst with a background in Software Engineering and 5+ years of experience collaborating with international cross-functional teams in CRM environments. Skilled in SQL, Python, Power BI, and Excel, with hands-on personal projects focused on data cleaning, visualization, and business insights. Adept at working in agile environments and eager to apply analytical thinking to support data-driven decision-making.

Professional Experience

Email Developer II

Encora, Alajuela, San Carlos

October 2023 – Present

- Collaborate with PMs and global teams to resolve issues and deploy content efficiently.
- Manage weekly sprint planning, task estimation, and delivery.
- Analyze and troubleshoot complex requests (bugs, deadlines, design, logic) using critical thinking.
- Ensure pixel-perfect email builds for international campaigns with large audiences.
- Developed and maintained project plans, ensuring timely completion of milestones.

Web Content Developer

Encora, Alajuela, San Carlos

June 2020 – October 2023

- Created dynamic email templates using Velocity and Liquid.
- Coordinated with distributed teams across multiple time zones.
- Implemented content automation strategies and QA protocols.
- Contributed to product innovation through continuous learning and implementation of best practices.

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

SQL-based backend for multinational gym management.

Completed: September 2024

Python Database Generator

CSV-to-random-user database tool using Python libraries.

Completed: March 2023

TV Show Episodes Stats Analyst

Exploratory data analysis using Python and visualization libraries.

Completed: November 2022

Professional Skills

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

Technical Skills

- Python (Pandas, Matplotlib,Numpy)
- SQL
- Power BI
- Excel
- Power Query
- Liquid
- Velocity
- Jira
- Google suite
- Microsoft Office

Languages

- Spanish (Native)
- English (B2) - Daily communication with international
- 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

Recommendation letters available upon request