

Aaron Zajac

B.S. Computer Science at Instituto Tecnológico y de Estudios Superiores de Monterrey 2015-2020

Passionate engineer looking to develop solutions based on customers behavior and provide valuable analysis for the business



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WORK EXPERIENCE

D&A Insights Analyst Nike

03/2021 - 03/2024

Achievements/Tasks

- Conducted analyses on consumer behavior, product performance, and key commercial trends, driving sales growth and business optimizations (SQL).
- Managed the forecasting process based on KPI's leading the conversation across multiple cross functional teams.
- Designed several data visualization tools specifically tailored to our membership program (Tableau).
- Successfully led cross-functional initiatives and campaigns, collaborating with the business unit, orchestrating read and react strategies, coordinating multiple teams, and driving business outcomes

Optimization Web/Mobile Data Analyst Volaris

01/2019 - 03/2021

Achievements/Tasks

- Created & executed the A/B test pipeline based on the funnel conversion results & possible improvements. (CSS & JS)
- Developed insights data based on customer behavior (Google Analytics).
- Deployed personalization campaigns from specific customers promoting upsell opportunities.

Back End Developer Listo Servicios Digitales

03/2018 - 12/2018

Achievements/Tasks

- Developed XML parsers, and implemented watchdogs for the server (Django/Python).
- Created different frontend options for specific clients, worked on visual bugfixes (Coffescript).
- Deployed parser scripts for banks, Excel manipulations, among other solutions. (Python).

CERTIFICATIONS

SQL for Data Science

University of California, Davis

07/2020

Business Metrics for Data-Driven Companies

Duke University

04/2022

SKILLS

Data Analysis

Effective Communication

Analytical Skills

Problem-Solving

Management skills

PERSONAL PROJECTS

Matrix calculator

- Developed multithreaded server using a client-server star topology with a queue. Enables the distribution of operations to other servers in the case of a computer failure (C/C++).

MCPD

- Developed social network web app for the Mexico City Police Department that enabled detectives to consult different cases and the Department Chief to see each of their progress (Mongo, Express, Angular JS, Bootstrap, NodeJS).

Graphance

- Developed a web app for stage movements used for theatre and dance performances made with three.js

Tazeate

- AR videogame developed with Vuforia, real time movement, armory, weapons, stats, etc.
- Won 1 st place at Tecnológico de Monterrey's "Marketing with AR Challenge".

COURSES

Web Analytics (08/2017)

Escuela de Organización Industrial (Spain)

Ethical Hacking (03/2018)

MEAN Stack (Web development) (08/2018)

Coursera

LANGUAGES

Spanish

Native or Bilingual Proficiency

English

Full Professional Proficiency

INTERESTS

Consumer behaviour

Business Strategy

E-commerce

Web Optimization

Web Analysis

Data Analysis