

Dynamic Business Analyst with a proven ability to translate complex data into actionable insights that drive business growth and strategic decision-making. Skilled in utilizing tools like SQL, Python, and Excel to deliver insights that align with business goals and optimize performance metrics. Experienced in both business development and data analytics.

Education

- EAFIT University, — *International Business (degree)*
(Medellin, Colombia). 2007 - 2012
- Google — *Advanced Data Analytics Professional Certificate (online)* 2025
- DeepLearning.AI — *Neural Networks and Deep Learning (online course)* 2023
- University of Michigan (online) 2022
 - Database Design, SQL in PostgreSQL (course)*
 - Data Science in Python (course)*

Professional Experience

- TELUS
Ads Quality Analyst (Remote, Part-time) — Mar 2024 - Present
Analyze and assess advertising content, providing actionable insights to enhance AI performance and compliance.
- Simpl Global - Sacramento, California.
Business Development Manager (Remote) — May 2021 - Mar 2024
Analyzed sales performance metrics to identify growth opportunities and streamline lead generation processes.
Spearheaded email marketing campaigns, improving conversion rates by 25%.
Generated over 70 new business oportunities, securing high-value partnerships resulting in multi-million-dollar opportunities.
- CloudTask - Miami, Florida.
Business Development Analyst (Remote) — May 2019 - May 2021
Conducted market research and trend analysis to identify target industries and clients, increasing lead generation efficiency by 30%.
Utilized data-driven insights to refine sales pipelines and improve client outreach strategies, achieving a 20% boost in customer engagement.
- CYSM - Jalisco, México.
Business Analyst — Oct 2014 - Jan 2019
Developed customer insight reports that improved sales forecasting accuracy, Optimized supply chain processes, reducing operational costs by 15% and led data projects to enhance reporting and business intelligence capabilities.
- Pactera - Beijing, China.
Software Testing (Internship) — Jan 2011 - Feb 2012
Performed debugging and quality assurance for Microsoft Windows 8 dev.

Links



[Linkedin.com/in/carlos-candamil-14375624/](#)
[Carloscandamil.github.io/Portfolio/](#)

Skills

Data Analysis:

SQL, Excel, Postgres, Python, Tableau, Power BI.

Machine Learning:

Predictive Modeling, Statistical Analysis,

CRM & Marketing:

Lead Generation, Account Management, Hubspot, Salesforce.

Soft Skills :

Critical Thinking, Communication, Creative Problem-Solving

Languages

Spanish	Native
English	Advanced
French	Intermediate
Chinese	Basic