

# ALANIS CRUZADO

## *Data Analytics and Visualization Specialist*

Proficient in real-world data analysis, and impactful Tableau visualizations, seeking to apply skills in driving data-driven insights and contribute to the success of a performance-driven organization.

• Cruzado.Alanis@gmail.com •

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### SKILLS & QUALIFICATIONS

SQL	Azure	Github	CSS
Power BI	Microsoft Excel	Docker	HTML
Tableau Public	Google Analytics	Visual Studio Code	Bilingual (English/Spanish)

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### WORK EXPERIENCE

#### **Marketing Analytics Analyst | Go Big Triathlon Coaching | Remote | January 2024 - Present**

- Generated statistical reports and analytics to inform data-driven marketing strategies.
- Developed and implemented visually compelling Tableau dashboards for clear stakeholder communication.
- Analyzed real-world data to derive actionable business insights and presented findings through dynamic visualizations.
- Partnered with stakeholders to apply advanced data visualization techniques, enhancing strategic and operational decision-making.

#### **Dental Assistant | Lauderdale Periodontics | Fort Lauderdale, FL | June 2022 - February 2024**

- Assisted periodontist with clinical procedures and patient care, ensuring high-quality dental services.
- Created and maintained shared Excel sheets to streamline office workflows and improve data management.
- Collaborated with IT to troubleshoot and resolve technical issues, enhancing office productivity.
- Managed and tracked dental shipments, ensuring timely delivery and accurate inventory for patient needs.

#### **Impact Health | Data Entry Specialist | May 2020 - January 2021**

- Accurately inputted patient information into a database, ensuring confidentiality and compliance.
- Communicated with pharmacies to evaluate their COVID-19 vaccine storage conditions for vaccination events.
- Categorized and tracked pharmacy responses to ensure organized follow-ups and event coordination.
- Contributed to data management and communication for successful COVID-19 vaccination initiatives in the region.

#### **Vector Marketing | Head Assistant Manager | October 2018 - September 2021**

- Led training and development efforts for hundreds of college students, contributing to the growth and success of the Florida-Caribbean Division.
- Demonstrated outstanding sales performance, exceeding \$45,000 in personal sales of Cutco Kitchen Cutlery.
- Held the prestigious position of #1 Student Sales Representative in the Miami office from 2018-2019.
- Conducted 200+ in-home Cutco presentations, maintaining a \$700 average order and a 90% closing rate.

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### EDUCATION

| Emergency Medical Technician |  
| Urgent Response Training Institution | Miami, FL |