DANYELLA SANTANA

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PROFESSIONAL SUMMARY

Data Specialist with 6+ years delivering actionable insights, automating workflows, and optimizing processes across Latin America and Europe. Proven track record reducing manual effort by 60%, driving data-driven decisions with global teams. Skilled in SQL, Python, Power BI, and advanced analytics, with a collaborative and proactive approach.

WORK EXPERIENCE

Data Analyst – Metadata & Automation   Jul 2022 – Ongoing

Inflight Dublin – Dublin, Ireland

A global provider of inflight entertainment and content services, delivering media, metadata, wireless and digital solutions to major commercial airlines worldwide.

- Led automation projects using Python and Excel, cutting manual work by up to 60%, accelerating delivery times.
- Designed and managed Power BI dashboards used to track performance and market share.
- Streamlined workflows and collaborated with global stakeholders to align tools with business needs.
- Python Tool for Image Management: Developed a script that identifies and organizes required movie images from Excel across 30K+ files in 800+ folders using regex, pandas, and pathlib. Outputs include updated trackers, reports on missing images, and email templates.
- Delivered internal training and supported onboarding to ensure data consistency and SLA compliance.

Marketing Data Analyst   Dec 2017 – Oct 2021

OI S.A. – Rio de Janeiro, Brazil

One of Brazil's largest telecommunications companies, serving over 30 million customers with nationwide coverage in mobile, broadband, and digital TV services.

- Managed SQL database of 6M+ (Broadband and TV) to support retention strategies, contributing to churn reduction efforts.
- Delivered insights through dashboards (Tableau, Power BI) and tools like SQL and SAS.

- Identified business gaps, translated needs into actionable data strategies, and improved reporting accuracy.

- Bridged marketing and data teams to improve reporting accuracy and align strategy with execution.

Logistics Assistant   Apr 2016 – Sep 2017

RioCard, Rio de Janeiro, Brazil

A public sector company managing the electronic ticketing system for over 8 million daily public transport users across the metropolitan region of Rio de Janeiro.

- Improved order fulfillment by analyzing logistics data and updating SAP inventory systems.

- Coordinated B2B logistics processes and shipping documentation for public transport card distribution.

CORE SKILLS

- SQL, Python, Advanced Excel, Power BI, Tableau, SAS, SAP

- Process Automation, Data Visualisation, Statistical Analysis

- Platforms: JIRA, Confluence, Microsoft Office

- Languages: English (Fluent), Portuguese (Native), Spanish (Fluent)

EDUCATION & CERTIFICATIONS

- **Bachelor's degree in business administration,** Federal Rural University of Rio de Janeiro (First Class)

- **Google Advanced Data Analytics Professional Certificate** (Completed Jun 2025)

- **Introductory Data Analytics,** UCD Professional Academy, Dublin (Completed with Merit)

- **Exchange Program:** Advanced English, International House Dublin. (Nov 2021 – May 2022)