JAIME OROZCO

DATA ANALYST | DATA ENTRY & AUTOMATION SPECIALIST

EDUCATION

NORMAL SUPERIOR M.I

- Pedagogical High School Diploma (2017)

NATIONAL OPEN AND DISTANCE UNIVERSITY (UNAD)

- Bachelor's Degree in Electronic Engineering (2025)

SKILLS

Tools
- Advanced Excel (Macros, VBA, Power Query)
- Power BI (Dashboards)
- Google Sheets

Core Skills
- Data Entry & Data Validation
- Data Cleaning (Data Cleansing)
- Process Automation
- Report Generation
- Database Management

Soft Skills
- High attention to detail
- Time management
- Independent and reliable remote work

CERTIFICATIONS

WPP Metaverse & More... | WPP (2025)
Focus on emerging technologies and digital trends applied to business.

PROFILE

Electronic Engineer and Data Analyst with strong experience in data management, automation, and visualization. Currently managing data operations for global clients at Ogilvy, including Cencosud (Retail) and BMW / Autogermana.

Specialized in transforming large volumes of unstructured data into clean, accurate databases, clear reports, and actionable dashboards. My work combines technical precision with operational efficiency, making me ideal for high-volume Data Entry, Excel automation, data cleaning, and virtual data support projects on Upwork.

WORK EXPERIENCE

Ogilvy & Mather
May 2025 – Present

Data Entry | Data Analyst

- Led data processing and workflow automation for mass digital catalog production for Cencosud (Retail), reducing delivery times and manual errors.
- Managed and cleaned databases for Autogermana (BMW), ensuring high data accuracy for marketing and sales campaigns.
- Designed interactive dashboards and executive reports for brands such as Jumbo and Metro, supporting KPI tracking and decision-making.
- Implemented data cleaning and structuring processes for complex datasets used by high-level clients.

Helios Energia SA
May 2023 – May 2025

Data Entry Representative

- Entered, verified, and updated large volumes of data in internal systems with high accuracy.
- Advanced Excel usage for data consolidation, formulas, filters, and Power Query for data cleaning.
- Ensured deadline compliance and data quality across multiple projects.

Cresta Digital
JANUARY 2022 – DECEMBER 2022

Junior Data Analyst

- Analyzed and cleaned databases from multiple sources.
- Designed Excel reports to track key performance indicators (KPIs).
- Automated repetitive processes using Excel functions and macros.
- Supported data visualization and insight extraction for business decisions.