JUAN AGUILERA | BUSINESS ADMINISTRATOR - DATA ANALYST |

Montreal, Quebec | 438-507-4780 | **Portfolio:** https://juanaguileradataanalyst.github.io/juanaguilera.github.io/

PROFESSIONAL SUMMARY

Data Analyst with 2 years of experience in independent projects, specializing in SQL and Python for data manipulation and analysis. Skilled in creating visualizations with Tableau and Power BI to communicate insights effectively. Strong problem-solving abilities, attention to detail, and excellent communication skills. Proven track record in identifying trends, optimizing processes, and driving strategic initiatives. Passionate about leveraging data to enhance business performance.

SKILLS

- Proficient in SQL for data extraction and manipulation
- Experience with Python for data analysis and visualization (Pandas)
- Expertise in using data visualization tools like Tableau and Power BI
- Ability to create insightful dashboards and reports
- Familiarity with relational databases (MySQL, PostgreSQL)
- Experience with data cleaning and preprocessing techniques
- Ability to handle large datasets and ensure data quality
- Ability to work collaboratively in a team environment

EDUCATION

Digital Marketing AEC
Cumberland College, Montreal, Quebec   2022 – 2023
Bachelor of Business administrator
Pontifical Xavierian University, Colombia, Bogotá   2014 – 2019

PROFESSIONAL EXPERIENCE

Multimedia Content Creator   2023 - Present
Green Chameleon Collective, Chicago, Illinois

- Extracted insights from social media analytics tools to inform content strategy and optimize performance.
- Developed and maintained data analysis reports to track the effectiveness of marketing campaigns.
- Designed and implemented A/B tests to optimize content engagement and conversion rates.

Office Cleaning Attendant   2023 – 2024
Premier Nettoyage Inc, Montreal,Quebec

- General cleanliness, including cleaning of spaces, waste management and surface maintenance.

Marketing Specialist   2020 – 2023
Scrum Fit Inc, Bogotá, Colombia

- Conducted data analysis to identify market trends, customer behavior, and competitive landscape.
- Prepared and presented comprehensive reports and recommendations to stakeholders for strategic decision-making.
- Collaborated with cross-functional teams to integrate data-driven insights into marketing strategies and initiatives.
- Achieved significant social media growth with 327k+ followers on TikTok, 35k+ on Instagram, and 11k+ on YouTube, while driving Scrum Fit's website to over 100,000 views in a single month.

Agile Scrum Master   2018 – 2019
BBVA Bank, Bogotá, Colombia

- Analyzed project data to identify areas for process improvement and optimization.
- Generated reports on team performance metrics and project milestones for management review.
- Utilized data visualization techniques to communicate project progress and performance to stakeholders.