



DATA ANALYST

# JUAN AGUILERA

## CONTACT

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[juanaguilera.github.io/](https://juanaguilera.github.io/)

## EDUCATION

### Data Analyst

Analyst Builder Boot-camp, Online  
2024

### Digital Marketing AEC

Cumberland Collège,  
Montréal, Québec  
2022-2023

### Bachelor of Business administrator

Pontifical Xavierian University,  
Colombia, Bogotá  
2014-2019

## PRO SKILL

- Proficient in SQL for data extraction and manipulation Business
- 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 Executive Presentation
- Familiarity with relational databases (MySQL, PostgreSQL, MSSQL)
- Experience with data cleaning and preprocessing techniques
- Ability to handle large datasets and ensure data quality

## PROFILE

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. Passionnante about leveraging data to enhance business performance.

## WORK EXPERIENCE

*Scrum Fit | Montréal, Québec | 2020 - 2024*

### DATA ANALYST & MARKETING SPECIALIST

#### Social Media Data Analyst

- Led data analysis efforts across multiple social media platforms, including TikTok, Instagram, and YouTube, to identify key trends, audience behavior, and performance metrics.
- Utilized insights to optimize content strategies, resulting in significant growth: 327k+ followers on TikTok, 35k+ on Instagram, and 11k+ on YouTube.
- Analyzed engagement data to drive targeted marketing campaigns, contributing to a spike in Scrum Fit's website traffic, surpassing 100,000 views in a single month.
- Prepared detailed reports and dashboards to present findings to stakeholders, supporting strategic decision-making and campaign adjustments.

#### Database Designer for Scrum Fit App

- Designed and implemented the entire database architecture for the Scrum Fit app, ensuring seamless functionality and data flow.
- Developed and optimized complex SQL queries to support app features, enabling efficient data retrieval and processing.
- Collaborated closely with development and product teams to integrate database solutions that enhanced user experience and app performance.

*Premier Nettoyage Inc. | Montréal, Québec | 2023 - 2024*

### Office Cleaning Attendant

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

*BBVA Bank | Bogota, Colombia | 2018 - 2019*

### Release Train Engineer (RTE) Assistant

- Analyzed project data to identify areas for process improvement and optimization within the bank's Agile Release Train framework.
- Generated comprehensive reports on team performance metrics and project milestones for management review, providing actionable insights for continuous improvement.
- Utilized data visualization techniques to effectively communicate project progress and performance.