

# Manuel Portilla

Data Scientist & Analyst

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## Professional Summary

Data Scientist & Analyst with 2+ years designing ETL pipelines in Python and SQL and crafting dashboards with Looker Studio. Targeting roles in data science, analytics, or business intelligence.

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## Experience

### Blanko Producciones

**Business Intelligence Analyst** | Jan 2023 – Feb 2025

- Engineered ETL pipelines using Python (Pandas, NumPy) and SQL, consolidating multi-source datasets, and reducing processing latency by 30%.
- Developed Looker Studio dashboards and Google Sheets templates to track key performance metrics enabling data-driven strategy.
- Conducted audience segmentation using clustering, delivering targeted marketing insights that led to a 15% increase in conversion.
- Automated monthly reporting with Python scripting, improving operational efficiency.

**Tools:** Python (Pandas, NumPy), SQL, Excel, Looker Studio

### Fryos Studios S.A.S

**Game Data Analyst** | Aug 2023 – Nov 2023

- Integrated telemetry tracking within Unity (C#) for analytics capture in mobile games.
- Used Python-based analysis to surface player behavior insights, contributing to a 12% increase in retention.
- Created analytics reports for international publishers like Garena and Kakao Games, aligning product metrics with decision-making.

**Tools:** C#, Unity Engine, Git, Hack n' Plan, Notion

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## Education

Universidad Autónoma de Bucaramanga (UNAB) - **Colombia**

**Systems Engineer** – bachelor's degree (2024)

**Relevant Coursework:** Software Development, Data Science, Cybersecurity, Agile Methodologies, Artificial Intelligence

**Certifications:** IBM Data Scientist, IBM Data Analyst (2025), Cisco Cybersecurity (2023)

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## Skills

**Programming Languages:** Python, C, C#, R, JavaScript, Java

**Databases:** SQL, MongoDB, MySQL, PostgreSQL

**Languages:** English (C1), Spanish (Native)

**Visualization:** Looker studio, Matplotlib