

MICAELA MARQUES

Data Analyst

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Lisbon, Portugal

Summary

Data Analyst transitioning from Human Resources with proven experience in data-driven decision-making and project management. Recently completed a rigorous Data Analytics Bootcamp at Le Wagon, mastering tools like SQL, Python, Power BI, and Looker to analyze complex datasets and create actionable insights. Experienced in data cleaning, visualization, and automating workflows, with a proven ability to structure and interpret data to support strategic planning. Excited to bring my unique blend of analytical and human-centric skills to help teams and companies thrive through data-driven solutions.

Technical Skills

Data Analysis

- Google Sheets/Excel
- SQL
- Python (Numpy, Pandas)

Data Workflow

- DBT
- Airflow
- Fivetran

Data Visualization

- Power BI
- Looker
- Tableau

Marketing Analytics

- HubSpot
- Google Tag Manager
- Google Analytics

Education

Le Wagon – Lisbon, Portugal

Data Analytics Bootcamp

October 2024 – December 2024

- Completed a full-time, nine-week intensive bootcamp focused on real-world datasets and challenges
- Learned about data extraction, transformation and visualization techniques
- Developed skills in automation tools such as Zapier and advanced tracking Google Tag Manager

Iscte-IUL – Lisbon, Portugal

September 2020 – September 2022

Master – Social and Organizational Psychology, Final GPA 17/20

- Master thesis: The role of telework characteristics in the relationship between work-family conflict and exhaustion
- Relevant courses: Advanced Data Analysis, Advanced Research Methods in Psychology, Consulting & Diagnostic Techniques

Iscte-IUL – Lisbon, Portugal

September 2017 – September 2020

Bachelor – Psychology, Final GPA 16/20

- Relevant courses: Statistics and Data Analysis I, II, III, Organizational Behavior, Psychology of Organizations and Work

Professional Experience

Emma – The Sleep Company – Lisbon, Portugal

JUNIOR HR DATA ANALYST

January 2024 – August 2024

Responsible for data and process restructuring in People Development team

- Conducted data analysis of employee evaluation outcomes and compensation supporting business decisions
- Implemented KPIs to ensure our processes and products met the targets and align with business needs
- Ensured data integrity in the HR system, correcting salaries, development levels to prevent payroll errors
- Optimized the employee evaluation process through automations that reduced workload by 4 hours per week

JUNIOR PEOPLE OPERATIONS

March 2023 – December 2023

Point of contact for employees regarding on-/offboarding, leaves, supported payroll and worked with HRIS (Personio)

- Successfully onboarded 400+ employees and solved 600+ tickets through Jira Help Desk, contributing to the 30% productivity increase of the team
- Implemented global Well-being initiatives and channel, increasing the awareness of mental health topics

Iscte-IUL – Lisbon, Portugal

EMPLOYEE WELL-BEING RESEARCHER

March 2022 – May 2023

Integrated the Project with an international team and I was involved in the production of the content of the project that related to Stress Management in Organizations through Mindfulness and Nature

- Organized the contents displayed on the website improving the user-friendliness by 30%
- Successfully implemented the tool with 70% of companies involved, gathering feedback for further improvement

Projects

Eco-Friendly Product Implementation

- This project explores the profitability and viability of introducing eco-friendly products into the portfolio
- Benchmarking with Amazon product and customer datasets
- The project uses data analytics to identify the product category with the highest potential for sustainable growth, enabling data-driven decision-making

Professional Skills

- Communication
- Critical Thinking
- Time Management
- Task Prioritization
- Team Collaboration

Languages

- Portuguese (Native)
- English (Fluent)
- French (Beginner)