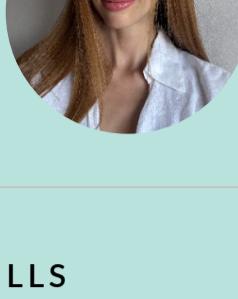


Mar Benitez

BI & DATA ANALYTICS CONSULTANT



SKILLS

Problem Solving

Creativity

Effective Communication

Thirst for learning

Critical thinking

Time Management

Teamwork

Interdisciplinary Collaboration

LINKS

GitHub:

<https://github.com/MarBenitez/>

LinkedIn:

<https://www.linkedin.com/in/marbenitez-506910192/>

Website:

<https://marbenitez.github.io/>

LANGUAGES

Spanish

English

French

PROJECTS

Early Cancer Detection through Multianalyte Blood Test and ML Models

The findings of the study "Early Cancer Detection from Multianalyte Blood Test Results" were replicated and enhanced to predict both the presence and type of cancer.

Link:
<https://github.com/MarBenitez/Early-Cancer-Detection-ML-Project>

Technologies: Python, MLFlow, Scikit-learn, Scipy, Pandas

TECH TOOLBOX

- **Languages & Querying:** SQL, Python, DAX
- **BI & Analytics:** Power BI, Data Modeling, KPI Definition, Dashboarding, Data Storytelling
- **Marketing & CRM Analytics:** Salesforce (CRM & Marketing Cloud), Campaign Analytics
- **Data & Cloud:** Snowflake, BigQuery
- **Development & Workflow:** Git, Docker

PUBLICATIONS

ddRAD-seq variant calling in peach and the effect of removing PCR duplicates

https://www.actahort.org/books/1352/1352_56.htm / Dec 2022

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ABOUT ME

BI & Data Analytics Consultant specializing in marketing analytics, with expertise in SQL, Python, Power BI, and Salesforce. Currently working in digital marketing consulting, transforming CRM and campaign data into actionable insights for business and marketing teams. Experienced in data storytelling, KPI definition, and dashboarding, with a passion for leveraging AI and automation to optimize processes.

WORK EXPERIENCE

Business Intelligence Consultant

Jakala / Barcelona / Mar 2025 - Present

- Developing BI solutions for Fundación La Caixa, managing and analyzing data from Salesforce CRM and Marketing Cloud to drive campaign optimization and stakeholder decision-making.
- Leading data migration and optimization initiatives in Snowflake, ensuring data quality and building scalable pipelines for marketing analytics.
- Designing and maintaining interactive Power BI dashboards to track KPIs, campaign performance, and customer engagement metrics.
- Automating reporting processes using SQL and Python, reducing manual work and improving data accessibility for non-technical teams.
- Collaborating with cross-functional marketing teams to translate business requirements into data-driven solutions and actionable insights.

HR Data Analyst - Compensation & Benefits

SEAT / Barcelona / Nov 2024 - Present

- Developed ETL processes and data pipelines from multiple sources to support business analytics and reporting.
- Created and maintained interactive Power BI dashboards to visualize key business metrics and support data-driven decision-making.
- Implemented automated reporting solutions to improve efficiency and reduce manual data processing time.
- Performed ad-hoc data analysis using SQL and Python to uncover insights and support strategic initiatives.

Data Analytics Consultant (Freelance)

Remote / Jan 2023 - Aug 2024

- Delivered data analytics and automation projects for SMBs, focusing on dashboard development, data pipeline optimization, and reporting automation.
- Built Power BI dashboards and automated reporting solutions to support business intelligence needs for clients in various industries.
- Provided ad-hoc data analysis and visualization services to help clients make data-driven decisions

Bioinformatician

CSIC Zaragoza / May 2021 - Nov 2022

- Implementation of different approaches and methodologies to analyze genomic data and carry out statistical analyses.
- Development and implementation of algorithms using GNU Bash and R for data processing and the creation of meaningful visualizations.
- Collaborated with multidisciplinary research teams to interpret results and contribute to scientific publications.

EDUCATION

Master of Science

KSchool / 2024

Master's in Data Science

- Supervised and unsupervised learning techniques.
- Deep Learning: neural networks, CNN, RNN.
- Natural Language Processing (NLP).
- Distributed environments and Big Data with Spark.
- Recommendation systems and time series analysis.
- Generative AI and Prompt Engineering.

Associate of Science

Upgrade Hub / 2024

Bootcamp in Data Analytics

- Advanced data analysis with Python and SQL.
- Data visualization with Tableau and Power BI.

Associate of Science

Tokio School / 2023

Python Programming Course

Master of Science

Centre for Advanced Agronomic Mediterranean Studies (CIHEAM) / 2022

Master's in Genetic Improvement

Associate of Science

Universidad de Almería / 2020

Bachelor's in Biotechnology