MAR BENITEZ
BI & DATA ANALYTICS CONSULTANT

Spain
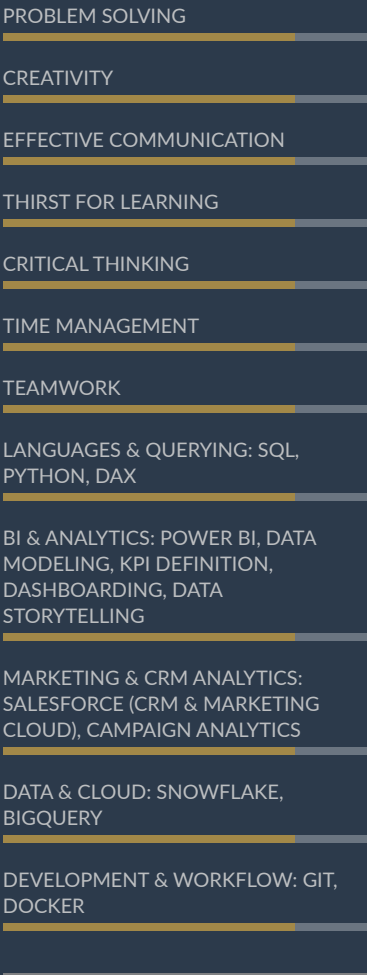+34627176262
mar27benitez@gmail.com

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.
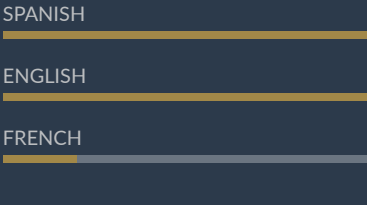
SKILLS

PROBLEM SOLVING

CREATIVITY

EFFECTIVE COMMUNICATION

THIRST FOR LEARNING

CRITICAL THINKING

TIME MANAGEMENT

TEAMWORK

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

LINKS

Website:
https://marbenitez.github.io/

LinkedIn:
https://www.linkedin.com/in/mar-benitez-506910192/

GitHub:
https://github.com/MarBenitez/

LANGUAGES

SPANISH

ENGLISH

FRENCH

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

COURSE

PYTHON PROGRAMMING COURSE TOKIO SCHOOL
JAN 2023 - DEC 2023

WORK EXPERIENCE

JAKALA BARCELONA
Barcelona
Mar 2025 - Present

Business Intelligence Consultant

- ■ 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.

SEAT
Barcelona
Nov 2024 - Mar 2025

HR Data Analyst - Compensation & Benefits

- ■ 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.

REMOTE
Jan 2023 - Aug 2024

Data Analytics Consultant (Freelance)

- ■ 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.

CSIC ZARAGOZA
Zaragoza
May 2021 - Nov 2022

Bioinformatician

- ■ 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

KSCHOOL
2024

Master of 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.

UPGRADE HUB
2024

Associate of Science

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

CENTRE FOR ADVANCED AGRONOMIC MEDITERRANEAN STUDIES (CIHEAM)
2022

Master of Science

UNIVERSIDAD DE ALMERÍA
2020

Associate of Science

Bachelor's in Biotechnology