

Marco Varela

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Education

Brigham Young University-Idaho

Sep 2020 - Present

B.S. Software Engineering – French Minor | 3.98 GPA

Rexburg, ID

- Database Certificate | Computer Programming Certificate

Tools

Advanced:

- Object-Oriented Programming (C++, Python)
- HTML, CSS, and JavaScript
- Google Analytics and Google Data Studio
- Google Tag Manager
- Proficient in Spanish, French, and English

Competent:

- SQL (MySQL, SQL Server)
- Tableau
- Power BI
- WordPress
- Microsoft Office Excel

Work Experience

BYU-Idaho, University Relations Department

Jan 2023 - Present

Data Analytics Team Lead

Rexburg, ID

- Supervised and managed a data analytics team in the successful design and development of a Python-based web scraper program capable of scraping 450,000+ webpages, with an O (1) and O (log n) algorithm performance.
- Wrangled raw data from 40+ web domains to create 120+ professional Google Data Studio reports and predictive models for 170+ BYU-Idaho departments.

BYU-Idaho, University Relations Department

Jan 2021 - Dec 2022

Web Analytics Integration Programmer

Rexburg, ID

- Analyzed and verified the accuracy of 1 million+ website interactions per week from 34,000+ online users using data and web analytics tools such as Google Analytics, Google Tag Manager, Google Data Studio, Tableau, PowerBI, Microsoft Clarity, and Hotjar.
- Used CSS selectors and JavaScript to create custom event tracking for 60+ web pages.

BYU-Idaho, Online Instruction Department

Sep 2020 - Dec 2020

Instructor Evaluation Support Specialist

Rexburg, ID

- Classified and documented data from the Canvas Learning Management System to evaluate the performance of 100+ BYU-Idaho faculty members.
- Entered data from 500+ Qualtrics surveys into complex Microsoft Excel spreadsheets to improve user experience on Canvas.

E-english4U.com

Jan 2020 - Aug 2020

Website Developer

Mexico City, Mexico

- Developed an e-learning and e-commerce platform using HTML, CSS, JavaScript, and WordPress for the educational institution “English4U” (e-english4u.com).
- Provided technical support via phone, email, and live chat to 200+ students and English teachers.
- Integrated WooCommerce payment gateways into E-english4.com to ensure safe transactions.

Humanitarian Experience

The Church of Jesus Christ of Latter-day Saints

Nov 2017 - Nov 2019

Full-time volunteer

Mexico City, Mexico

- Led, organized, and trained 60+ Spanish and English-speaking volunteers to serve local communities with addiction recovery services, and financial planning services.