

Marco Varela

(208)709-7629 | marcoavarela99@gmail.com | linkedin.com/in/marco-varela

Education

Brigham Young University-Idaho

Sep 2020 - Apr 2025

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

Rexburg, ID

- Database Certificate | Computer Programming Certificate

Tools

Advanced:

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

Competent:

- SQL (MySQL, SQL Server, Snowflake)
- Tableau
- 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.

Category Partners

Jul 2023 - Dec 2023

Data Analyst Paid Intern

Idaho Falls, ID

- Retrieved data from 12+ Snowflake databases using SQL, and performed data wrangling with Python libraries (Pandas, Polars) to clean datasets by fixing data types, addressing null values with linear interpolation, and calculating metrics.
- Created and updated 20+ Tableau reports for clients like Farm Fresh, Wada Farms, Tyson Foods, USA Pears, and Northwest Cherries, improving their access to important statistics like KPIs, sales, salesperson performance, customer contracts, FOB prices, warehouses, and inventory.

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 by entering data from 500+ Qualtrics surveys into complex Microsoft Excel spreadsheets to improve user experience on Canvas.

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.