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

**Education**

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| **Brigham Young University-Idaho** | Sep 2020 - Present | |
| B.S. Software Engineering – French Minor | 3.98 GPA | | Rexburg, ID |
| * Database Certificate |Computer Programming Certificate | | |

**Tools \_\_\_ \_**

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| |  |  | | --- | --- | | **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 | | |  |
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**Work Experience**

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| **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. | |

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| **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-nglish4U.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-nglish4u.com). * Provided technical support via phone, email, and live chat to 200+ students and English teachers. * Integrated WooCommerce payment gateways into E-nglish4.com to ensure safe transactions. | |

**Humanitarian Experience**

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| **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. | |