

Gabriel Elohi Mancillas Gallardo

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SUMMARY

Analytical professional with strong expertise in data-driven marketing analytics, ETL pipelines, and advanced statistical modeling. Adept at transforming complex data sets into actionable strategic insights, leveraging SQL, Tableau, Python, and AWS cloud services. Proven ability to develop and implement analytical frameworks to optimize marketing performance, enhance audience engagement, and deliver impactful business results

SKILLS / QUALIFICATIONS

- **Programming Languages:** Python, RMD, HTML5, JAVA, SQL, JSON,
- **Technologies:** Oracle BI, SQL, RELEX, Project/Access/Excel Microsoft, Orolus, Matlab, Scikit Learn, Data Wrangling, Tableau, SAP ERP, PIII, Acquisition Management System (AMS), Navy ERP, PD2, Amazon Web Services (Sagemaker, lambda, S3, AWS RDS, Gateway, DynamoDB, Bedrock), S3, GCP, Microsoft Azure, Geospatial Information Management Systems (GIMS),
- **Skills:** Advanced Data Analytics & Strategic Recommendations; SQL, Tableau, Excel, Looker, PowerPoint; ETL,VBA,Macros
- **Processes & Data Integration** (AWS RDS, AWS Lambda), Statistical Methods (Regression, Clustering, A/B Testing), Data Visualization & Storytelling, Large Dataset Manipulation, Marketing Campaign Analytics & Insights. Problem-solving & Critical Thinking

Certification:
Google Ads Search & HubSpot Email Certification
AWS Certified Machine Learning - Specialty

August 2023
In Progress

PROJECTS

Undergraduate Capstone: Financial Analysis of Transportation Trends

Purpose: Conducted a statistical analysis on the economic impact of Uber and rideshare platforms versus traditional taxis. Utilized R and Tableau to extract, clean, and visualize data, presenting findings on transportation disruption trends.

Stock Price Forecasting on NVIDIA

Purpose: Designed and deployed a stock price forecasting model using Amazon SageMaker's DeepAR algorithm, leveraging historical market data (e.g RSI, Moving Averages) and technical indicators to achieve a 15% improvement in prediction accuracy, enabling real-time predictions and actionable insights for investment strategies. Achieved an 92% F-1 Score (used TensorFlow, Scikit-learn framework). 94% F-1 Score (used AWS Sagemaker

ETL Schema Project (AWS RDS)

Purpose: Built a robust ETL data pipeline with Python scripts and AWS RDS/MySQL, including schema design, database optimization, and automated reporting. Implemented advanced AWS security measures (IAM authentication, RDS Proxy, Secrets Manager) to ensure secure, efficient data handling and system scalability.

PROFESSIONAL EXPERIENCE

Naval Information Warfare Center (NIWC) Pacific, San Diego, CA

October 2023 – October 2024

Contract Specialist - Engineering Department

- Led weekly discussions under my department with a multidisciplinary team of over 35 professionals—spanning Contracting specialists, Budget and Financial Management (BFM), Technical experts, Project managers, Engineers, to drive the implementation of updated policies, align with regulatory standards, and promote seamless interdepartmental collaboration.
- Managed the entire life-cycle of contract-based solutions (20 per Month), including pre-award cost analysis, post-award financial review, and alignment with client objectives and sponsor regulations.
- Collaborated with financial analysts and departmental leads to produce financial reports, track expenditures, and proactively identify funding variances, contributing to improved budget forecasting and alignment.
- Provided Contract Specialist/ Officer support to 7 Government clients who oversaw over \$500M contract & developed up to \$17.5M in total contract value; 29 Multi or Funded Task Orders and 60 Modifications within FY24-FY25.

BlueSnap, Boston, MA

Chargeback Fraud Analyst - Financial/Prevention Department

March 2021 – August 2023

- Led the audit and investigation of over 40k Monthly, high-risk transactions valued at over \$10 million, identifying and scrutinizing patterns indicative of fraud. This involved using advanced analytics to uncover potential money laundering schemes, flagging suspicious entities, and providing support to fraud victims to recover funds.
- Developed and presented tailored risk mitigation portfolios for over 50 merchants, each generating monthly revenues exceeding \$1 million or more. By assessing individual risk profiles and implementing customized strategies, this initiative led to a 25% reduction in chargeback incidents across the merchant base, enhancing overall financial stability and compliance.
- Strengthened internal controls by implementing advanced analytical methodologies, improving the accuracy of forecasting fraud-related financial exposures
- Managed complex international payment ecosystems supporting 100+ global currencies and alternative payment methods, ensuring adherence to PCI, GDPR, and CCPA standards.

EDUCATION

University of San Diego – Master of Science in Applied Data Science

Expected May 25

Point Loma Nazarene University – Bachelor of Business Administration (Concentration: Marketing, Finance, Business Strategies)

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