

VALESCA BRAVO

DATA ANALYST | BUSINESS INTELLIGENCE | MARKETING INSIGHTS

SUMMARY

Insight-driven Data Analyst with a Master's in Big Data & Business Intelligence and a Higher Diploma in Data Analytics for Business. With over 6 years of experience in digital marketing and programmatic trading, I bring a strong blend of business insight and technical expertise in Python, SQL, Power BI, and machine learning. Adept at transforming complex, multi-source datasets into clear, actionable insights that support strategic decisions and performance improvement. Currently transitioning into data-focused roles, I'm highly motivated to contribute to a collaborative, customer-centric team and open to junior-level opportunities that offer meaningful learning and growth.

KEY SKILLS & TECHNOLOGIES

- Languages/Tools: Python (Pandas, NumPy), R, SQL, Excel, Power BI, Tableau, Looker, SAP
- Machine Learning: Scikit-learn, TensorFlow, PCA, NLP, LLMs
- Big Data: Spark, PySpark, Google Cloud (BigQuery, Storage), Azure
- Visualization: Matplotlib, Seaborn, Plotly, Dash,
- Soft Skills: Analytical mindset, adaptability, empathy, client-focused communication

PROFESSIONAL EXPERIENCE

Caregiver

Home Instead, Ireland — May 2021 – May 2025

- Delivered compassionate care and documented client data to streamline communication and improve service workflows.
- Identified operational inefficiencies and suggested process improvements.

Operations Specialist

Minga Digital, Chile — Jun 2015 – Feb 2019

- Executed 10+ RTB and programmatic campaigns with 15% higher CTR than average.
- Led performance analysis that reallocated budgets and boosted ROI by 15%.
- Optimized 50+ campaigns weekly using A/B testing and creative tuning to improve CTR by 0.3%.

Programmatic Trader

Affiperf (Havas Media Group), Chile — Nov 2014 – Jul 2015

- Managed campaigns via MediaMath & AppNexus, achieving up to 75% viewability.
- Analyzed cross-channel BI data to refine audience insights and engagement.

Other Experience (Ireland)

Hospitality & Cleaning Roles — 2019 – 2022

- Demonstrated resilience, time management, and client-facing service in dynamic environments.

EDUCATION

Master's in Big Data & Business Intelligence

Next IBS & Universitat de Lleida, Spain — 2022 – 2023

- First Class Honours (8,1 / 10)
- Thesis: Intelligent Actions for Sustainable Tourism Management
Explored sustainability indicators using R, SQL, Power BI, and Excel, applying logistic regression and clustering to identify key decision factors.

Higher Diploma in Data Analytics for Business

CCT College Dublin, Ireland — 2021 – 2022

- First Class Honours (7,3 / 10)
- Thesis: Stock Market Prediction – EDPR and VWS
Explored stock market trends using Python, applying ARIMA and Facebook Prophet time series models to predict performance and identify market insights.

Bachelor's in Advertising

Universidad Mayor, Chile — 2013 – 2014

- First Class Honours (6,2 / 7)
- Thesis: IKEA Launch & Positioning Campaign in Chile (focused on brand strategy and consumer insights)

Bachelor's in Digital Audiovisual Communication

Instituto Santo Tomás, Chile — 2007 – 2011

- Thesis: Redesign of TV production workflows using ICT tools (case: Who Wants to Be a Millionaire)

CERTIFICATIONS

- Microsoft Azure Fundamentals (AZ-900) – Microsoft (2024)
- Google Cloud: Big Data & ML Fundamentals – Coursera (2024)
- Google Data Analytics – Coursera (2022)
- Python for Everybody – University of Michigan (2021)