

Ali Alvarez

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Github: @aaas24 | **Portfolio:** <https://bit.ly/aaas24-portfolio>

Profile

Results-driven Data Intelligence Professional with a strong foundation in Python programming, data engineering, and business analysis eager to grow within a forward-thinking company, expand my skills in machine learning and AI, and take on challenging opportunities that foster continuous learning. Seeking a full-time role as an Analytics Engineer or Business Analyst focused on Python-driven analysis and data solutions. Proven expertise in transforming raw data into actionable insights and supporting data-driven decision-making. Skilled in managing analytics projects, optimizing processes, and communicating complex technical information effectively to stakeholders

Core Competencies

- **Programming:** Python, SQL, GitHub
- **Data Engineering:** ETL, Data Warehouse(Snowflake), API, Database Management, Schema Design
- **Analytics & Visualization:** Tableau, Looker, Jupyter, Excel (Advanced, VBA), Illustrator, Photoshop, Keynotes, InDesign, Powerpoint
- **Soft Skills:** Organizational skills & Strategic Planning, Documentation, Presentation Skills, Team Leadership, Trilingual (Spanish & English, French)

Relevant Experience

Analytics Engineer

Autodesk | Remote | June 2025 - Today

- Led the development of a data solution to uncover long-term trends in campaign investments, improving cross-functional alignment across Sales, Marketing, Finance, and Customer Support.
- Automated analysts' manual reporting by integrating executive-defined campaign groupings, improving reporting efficiency and decision-making.
- Established and maintained a GitHub repository to centralize code, standardize practices, and support sustainable deployments in a global team.

Sr Project Manager

Snowflake Inc. | California, United States | Mar 2019 - Jul 2019

- Built and managed Looker analytics reports integrating Salesforce and Snowflake data, enhancing decision-making capabilities for 5 business units.
- Led a 4x team expansion and implemented process improvements using JIRA, resulting in a 20% increase in task efficiency within 4 months.
- Spearheaded a multi-vendor project to overhaul the post-purchase experience, increasing monthly active members by 30x within 2 years and contributing to rise in customer retention and satisfaction rates.

Analytics Manager

MapR Technologies | California, United States | Jun 2016 – Jul 2017

- Designed and built scalable data pipelines to integrate data from clickstreams, Salesforce, product usage, and finance systems—delivering a unified 360° customer view.
- Modeled and maintained data schemas in SQL and NoSQL to segment web properties and improve marketing attribution by platform.
- Captured clickstream data via Apache Divolte implemented in Google Tag Manager and stored in an AWS cluster, boosting behavioral insights.

- Developed in-house dashboards using Kibana and Apache Zeppelin, saving \$80K annually by eliminating the need for third-party tools.
- Awarded the MapR Star Award for outstanding contributions to data engineering and analytics initiatives.

Marketing Research Specialist

Novartis | Caracas, Venezuela | July 2010 – August 2012

- Improved performance of Novartis Venezuela's 2nd biggest product by analyzing consumer data from multiple datasets, refining customer targets and redefining brand strategies.
- Developed and automated user-friendly dashboards to track sales and market trends, reducing manual reporting time by 30%.
- Prepared and gave bi-monthly presentations to the Board of Directors and CEO with analysis of market planning and corporate strategy.
- Executed first research model for studying customer's journey and sensitize associates
- Provided insights for marketing decisions based on data analysis of past sales, market/environment, and share trends, to forecast future trends.
- Designed and implemented qualitative and quantitative marketing research studies, coordinating and auditing suppliers to ensure quality and relevance of results.

Project Coordinator

GfK | Caracas, Venezuela | Jan 2009 – July 2010

- Coded a VBA interface in Excel to lookup and surface all the information of the customers in order to improve CRM. This tool became a regional Best Practice and adopted in other Latin-American countries.
- Designed and executed Brand Image & Concept testing studies for renowned companies such as Diageo and Cargil.
- Coordinated cross-border projects involving teams in France, UK, Germany, Mexico, and Colombia, achieving a 95% project completion rate on schedule.

Education

Master of International Marketing

Hult International | California, United States |2013-2014

GPA 4.2/5 - Graduated with Cum laude distinction.

- Developed Mobile App for online education.
- Member of Digital Marketing Club and Healthcare clubs.
- Won 1st Place in consultancy project for MapR Technologies. .

Bachelor in Production Engineering

Universidad Metropolitana| Caracas, Venezuela| 2004-2008

GPA 16/20 - Graduated 1 year earlier.

- Teacher Assistant for VBA Programming course.

Projects Information

- **Ready to be Ted Talk inspired?** - <https://bit.ly/TedTalksProject>

I used ML to create a recommendation engine to help you find your next favorite Ted Talk.

This project also showcases web scraping, data cleaning, data classification techniques (PCA and clustering), ML prediction models (Logistic Regression, Simple Tree, Random Forest and X-Boost) and visualization using Matplot.

- **Understanding Gun Violence in USA** - <https://bit.ly/aaas24-gun-violence>

This project seeks to better understand the horrific gun violence we live in the United States. This project showcases data cleaning, exploration and visualization using python libraries and tableau dashboard.