

ALI ALVAREZ

DATA ANALYST & BUSINESS INTELLIGENCE

+415.889.9638

ali@alvarez.pub

Austin, TX / Remote

EDUCATION

- **MS in International Marketing**
Hult Business School (Cum Laude)
2013 - 2014 - United States
- **Production Engineering**
Metropolitan University
2004 - 2008 - Venezuela

RELEVANT COURSES

- Data Analysis with Python
Stanford University - 2022
- Machine Learning for Business
Stanford University - 2022
- Introduction to Data Visualization with Python
Stanford University - 2022
- Python, SQL and Tableau
Udemy - 2022

LANGUAGES

- Spanish (Native)
- English (Proficient)
- French (Basic)

CODING LANGUAGES

- Python
- SQL
- Bash Scripting
- VBA (Excel)

RELEVANT EXPERIENCE

Sr. Manager of Snowflake Community

Snowflake Inc - 2 years

- Strategized data ingested from Salesforce Cloud through 3rd party connector into Snowflake in order to support measuring business KPIs.
- Transformed 3rd party tables into human readable aggregations & data tables in Snowflake using SQL and converted such tables into LookerML in order to support building reports and dashboards that were made available.
- Empowered sales, customer support and customer enablement decisions by building descriptive and diagnostic customer engagement reports.
- Identified content areas that Marketing, Documentation and Support teams used to better support customers.
- Identified power users that could be part of MVP programs.

Analytics Manager

MapR Technologies - 1 year

- Spearheaded proof of concept (eat-your-own-dog-food project) by building and administering a data lake cluster on top of MapR's own software and other open-source tools to query multiple types of data sources.
- Enriched analytics to better understand customer's experience by implementing Apache Diverge Collector through Google Tag Manager to capture clickstream data from corporate websites into AWS and local clusters.
- Saved 80k USD worth in visualization tools licenses by building analytics reports and dashboards in OSS for data visualization (Kibana, Apache Zeppelin & Google Sites).
- Awarded MapR Star Award in September 2016 in recognition for this project.

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Marketing Research Specialist

Novartis - 3 years

- Improved performance of Novartis Venezuela's 2nd largest product by analyzing data from qualitative and quantitative research, multiple datasets, which helped validate and refine sales targets and brand strategies.
- Presented bi-monthly insights of market competitors and ad-hoc analyses to Board of Directors and CEO that helped guide market planning and corporate strategy.
- Help drive business decisions by developing customized, user-friendly dashboards to monitor sales volume, forecast future trends, market trends and competitive activity in order to improve marketing strategies of multiple business units.
- Designed and implemented qualitative and quantitative marketing research studies, coordinating and auditing suppliers to ensure quality and relevance of results.

Project Coordinator

GfK - 1 year 7 months

- Improved sales and customer retention by creating local CRM database in Excel (VBA) to look up and surface key customer information. This tool became a regional Best Practice and proved the need for engaging professional CRM tools in Latin-American countries.
- Became a trusted partner for marketing teams of renowned companies such as Diageo and Cargil by executing Brand Image & Concept testing studies that helped drive their strategies in national and international projects (mainly France, UK, Germany, Mexico and Colombia).

PROJECTS

• Ted Talks

Ready to be inspired by a new favorite video?.

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

Find details at:

<https://bit.ly/TedTalkViz>



• Wikipedia

Knowledge at your disposal. Wikipedia is one of the most solid references for data nowadays. In this project I share my learnings regarding the different methods to obtain

information from it

programmatically. Find more at:

<https://bit.ly/codeLibrary>



LEARN MORE

• LinkedIn - (Full Resume)

<https://www.linkedin.com/in/alialvarezs/>

• Github: @aaas24

• Code Library: <https://bit.ly/codeLibrary>

• Website: <https://web.aaas24.io>