Birth date: 05/07/1994

SKILLS

Hard Skills

R
PostgreSQL
Git/GitHub
Excel
AWS
R Shiny Software
HTML

Languages

Spanish
English

CONTACT

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ALEJANDRO FERMIN
SALES & DATA ANALYST

I love business. My passion is improving and optimizing every area in business that I can think of, and I love to do it through numbers and doing analysis.

EXPERIENCE

2019 - Present   **Voolkia Software & Services**
Analyst, Buenos Aires
Software sales. Data Analysis.

2015 - 2018   **MasterWin LLC, Sporting Goods**
Founder, Chicago, IL
Entrepreneurial Endeavor. Amazon E-commerce store. Main tasks: product research & ideation, supply/demand analysis, A/B tests, customer service, marketing optimization, negotiation with manufacturers in China, inventory management, product ideation, supply chain optimization.

EDUCATION

2012 - 2015   **Mechanical Engineering**
Simon Bolivar University, Caracas, VE
Completed 90 credits towards degree

2011 - 2012   **High School Diploma**
Eisenhower High School, Shelby Township, MI
Senior year as an exchange student

COURSES

October 2021   **R FOR DATA SCIENCE**
Book
Data visualization, data wrangling, data transformation, analysis, data modeling, reporting.

May - June 2019   **ONLINE MARKETING: STRATEGY & PLANNING**
Grow Digital School, Buenos Aires
Brand Purpose, SMART and PESO models, Client-Agency Brief, Strategy and Planning, KPIs, Conversion Funnel, market research, Buyer-Persona, Email Marketing, Segmentation and client retention.

April - May 2019   **DATA SCIENCE SPECIALIZATION**
John Hopkins University (Online)

AWARDS

Top 1st Finalist - Hack The World: Hackathon – Patagonia Brewery, AB InBev
🏆 Competition in which more than 30 teams participated to design the best Customer Experience using technology for Cervecería Patagonia and AB InBev, where I presented my team's final app demo before the jury.