



# Antonio Pérez

## Junior Data Science & Data Analyst

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### PROFESSIONAL SUMMARY

Data Analyst evolving into Data Science with a unique blend of technical capabilities and business intelligence. My background in Marketing and Economics allows me to understand user behavior, experimentation and commercial needs while developing the technical skills needed for predictive modeling, SQL-based analysis, Python workflows and Machine Learning foundations. Experienced in digital analytics, data visualization and data quality optimization, and currently expanding expertise in statistical modeling, cloud analytics and end-to-end data solutions.

### WORK EXPERIENCE

#### Digital Analyst | Paraty Tech    Mar 2025 to Present

Specialized in digital analytics and data visualization. Implementations in GA4 and GTM, dashboard creation in Power BI and Looker Studio, and user behavior reporting.

- Reporting and analysis using GA4, Power BI, Looker Studio, Excel and BigQuery
- Tracking implementation with GTM, DataLayer, DebugView and PreviewMode
- User experience and behavior analysis using Hotjar, Clarity and GA4
- Ongoing using: SQL, Python for data analysis

#### Digital Analytics Junior | Windup Business    Sept 2024 to Apr 2025

Worked on the implementation and validation of GA4 and GTM tracking across multiple client websites. Built interactive dashboards to surface key performance metrics and supported analytics audits to improve data quality and event accuracy. Collaborated closely with Paid Media, SEO and CRO teams to align tracking requirements and ensure consistent measurement frameworks.

#### Team Leader | Taco Bell    2022 to 2025

Shift leader managing operations, staff scheduling, training and inventory control.

### PERSONAL DETAILS

### RECURSOS

	<a href="mailto:alpcmalaga@gmail.com">alpcmalaga@gmail.com</a>
Excel Avanzado	Python (pandas, NumPy)
Google Tag Manager	Tableau
Google Analytics 4	Meta Ads
Seaborn	Google Ads
Matplotlib	Power BI
A/B Testing & CRO	Looker Studio
AWS	Airflow
PostgreSQL	VS Code
Git / GitHub	Jupyter Notebook

### FORMACIÓN COMPLEMENTARIA

- Marketing Digital Google
- Empleabilidad e Inglés
- Gestión y diseño en la restauración
- Curso de AI-900 con integración en Copilot
- Formación avanzada en Power BI
- Curso SQL
- Formación avanzada Looker Studio

### IDIOMAS



B2 Certificated

Google Analytics 4 (GA4), BI, Excel Avanzado, Data Intelligence (BI), Visualize Digital, SQL para Analisis Data Warehousing, MA Heatmaps & UX Anal, DebugView y PreviewMo, Customer Relationship, Funnel Analysis, Google & SEM, Search Engine Console, Google Ads E, Center, Dynamic Re, Attribution, UTM Para, Modeling, Multi-Touc, Contenidos, HubSpot, Marketing, Gestión de P, Notion, Asana, Trello, Mo (BigQuery, MySQL), G