



Antonio Pérez

Junior Data Science & Data Analyst

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PROFESSIONAL SUMMARY

Data Analyst transitioning to Data Science, combining marketing and economics insight with skills in Python, SQL, Machine Learning, and predictive modeling. Experienced in digital analytics, data visualization, and data quality, currently expanding expertise in statistical modeling 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.

EDUCATION

BIG School | Master in Data Science and AI Nov 2025 to Jun 2026

Completed a 400-hour Master in Data Science and AI at BIG School, mastering Machine Learning, Explainable AI, Python, SQL, Tableau, and cloud-based data analytics. Applied these skills to real-world projects, building dashboards, driving insights, and supporting data-driven business decisions.

Windup Business School Master in Digital Marketing – 532h Sept 2024 to Jan 2025

Completed a 532-hour Technical Master in Digital Marketing at Windup Business School. Gained practical expertise in digital marketing strategies, campaign management, analytics, and optimization. Developed skills in leveraging marketing technologies and data-driven insights to drive performance and improve ROI across multiple digital channels.

University of Málaga Degree in Marketing and Market Research Sep 2020 to Jun 2024

TECHNICAL SKILLS

Analytics: GA4, GTM, Hotjar, Clarity

Data: SQL, BigQuery, PostgreSQL, Python (pandas, NumPy), Excel

Visualization: Power BI, Looker Studio, Tableau

Engineering & Cloud: AWS, Airflow, Git, GitHub

Development: VS Code, Jupyter Notebook

Marketing & Ads: Google Ads, Meta Ads

CORE COMPETENCIES

Data Analysis

Statistical Analysis

ETL Basics

Data Cleaning

Tracking Implementation

A/B Testing