Angeles Sarciat - Data Specialist

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Work Eligibility: Visa subclass 476 – unlimited work rights

PROFESSIONAL EXPERIENCE

Regional Data Specialist   03/22 to 12/23
Kavak.com (used cars ecommerce startup)– Buenos Aires, Argentina

- Led data-driven initiatives, serving as the primary data business partner for the marketing team.
- Collaborated extensively with cross-functional teams to analyse large and complex datasets, extracting valuable insights from user behaviour patterns.
- Produced comprehensive business reports, furnishing crucial metrics and operational insights to the online acquisition team. Key responsibilities included presenting data on metrics such as cost per click, click-through rate, and other conversions.
- Spearheaded strategic improvements based on root-cause analyses, achieving a 30% reduction in online marketing spend and contributing to a 20% decrease in CAC.

Sr Data & Insights Analyst   02/21 to 02/22
Kavak.com – Buenos Aires, Argentina

- Collaborated closely with the customer team, identifying pain points within the commercial funnel, and extracting valuable insights to optimize conversion rates.
- Developed and implemented advanced visualization tools using Tableau and SQL to enhance data comprehension and enable real-time monitoring of operational enhancements, resulting in a 30% improvement in the end-to-end funnel conversion.

IT Purchases Analyst   12/18 to 01/21
Santander Bank – Buenos Aires, Argentina

- Oversaw hardware and software purchases for the Technology and Operations division.
- Implemented cost-efficient and timely acquisition strategies, resulting in cost savings of up to 10%.
- Proposed and implemented innovative tools to enhance the efficiency of the purchasing process and to monitor budget allocations and expenditures.

TOOLS

SQL	Tableau	Amplitude
Postgres	Data Studio	Insider
MySQL	Power BI	Salesforce
Amazon Redshift	Jira	Netsuite
Python	Gitlab	Google Sheets

SKILLS

Strategic thinking	Data analysis & visualization	Customer centricity
Problem solving	Stakeholder communication	Project & time management

EDUCATION

Data Science (Machine Learning) - *Coderhouse*

Bachelor's degree in Industrial Engineering - *Universidad Católica Argentina*

Academic Exchange in Industrial Engineering - *Università degli Studi di Parma, Italy*

CERTIFICATIONS

Python - *ITBA*

Managing Big Data with MySQL - *Duke University – Coursera*

Design Thinking for innovation - *University of Virginia – Coursera*

Data Science Math Skills - *University of Virginia – Coursera*

LANGUAGE SKILLS

English: Advanced (CEFR c1)	French: Intermediate (CEFR b2)
Spanish: Native	Italian: Intermediate (CEFR b1)