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Professional Summary

Data Analyst with 5+ years of experience specializing in data migration, ETL processes, Power BI, and data quality management within healthcare and enterprise environments. Experienced in analyzing financial and operational data to identify trends and support business insights for multinational companies such as HP. Demonstrated analytical and problem-solving skills applied to improving business processes, reporting, and decision-making.**

Key Skills

- **Data Migration & ETL:** SQL Server, Power Query, M-AT, NPR, ETL Process Design, Data Modeling, Data Quality Management
- **Data Visualization & Business Intelligence:** Power BI (advanced, incl. dashboard design and data modeling for HP), Thoughtspot, KPI Development, Dashboard Automation
- **Data Validation & Quality Control:** Advanced Excel (data validation, automation), Data Cleansing, Performance Metrics
- **Systems & Tools:** Meditech, SAP, Salesforce, Business Intelligence, Database Optimization
- ****Collaboration & Project Management:** Stakeholder Communication, Cross-functional Teamwork, Process Automation, User Training & Onboarding, Documentation (English & Spanish)-
- **Communication:** Professional working proficiency in English and Spanish; effective written and verbal skills

Professional Experience

Programmer Analyst

Management Health Services — Medellín, Colombia

Feb 2024 - Present

- Developed 15+ automated reports using M-AT and NPR, reducing manual reporting time by 60% for 200+ healthcare professionals
- Built 20+ SQL stored procedures, improving query performance by 40% and reducing error rates by 75%
- Architected consolidated dashboard integrating 8 data sources, cutting data preparation time by 70%
- Led system transition and trained 15 users, establishing data governance protocols and improving accuracy by 85%
- Collaborated with cross-functional teams to optimize healthcare data workflows

Channel Data Specialist

HP — Medellín, Colombia (Remote)

Jan 2022 - Nov 2023

- **Developed and deployed Power BI dashboards** for sales, inventory, and executive reporting, providing actionable insights for Latin America operations - **Designed and implemented complex**

data models in Power BI, integrating multiple sources (SAP, Salesforce, Excel) and optimizing data refresh cycles - Automated ETL processes and reporting, reducing manual processing time by 87% and increasing accuracy by 95% - Managed Thoughtspot data for 8+ countries with 100% reporting accuracy - Led the preparation and delivery of recurring performance dashboards and business reports for management and cross-functional teams - Provided ad hoc analysis to support regional data-driven decision-making

Brokerage Associate

UPS — Medellín, Colombia

Sep 2020 - Jan 2022

- Managed 200+ monthly shipments with 99% accuracy for UK market
- Developed automated tracking system, reducing processing time by 65%
- Streamlined ETL processes for 1,000+ transactions, achieving 40% faster processing times
- Maintained 98% client satisfaction while managing 50+ regular clients

Administrative Assistant

Servientrega CS — Barranquilla, Colombia

Feb 2016 - Apr 2017

- Developed 12 KPIs, improving sales visibility by 30% across 5 regions
- Automated SAP data analysis, reducing reporting time by 75%
- Managed \$5M+ annual sales budget with 98% forecasting accuracy

Education

Bachelor of Business Administration (BBA) in International Business and Finance

Universidad Autónoma del Caribe — Barranquilla, Colombia

GPA: 4.4/5.0

Certifications

- **Power BI Data Analyst Associate (PL-300)** – Microsoft (In Progress)
- Google Data Analytics – Google (2025)
- Business Intelligence (BI) Essentials – IBM (2024)
- SQL for Data Science – Coursera (2023)

Languages

- English (Professional Working Proficiency)
- Spanish (Native)

Ongoing Professional Development

- Currently deepening expertise in advanced Power BI features, including DAX, dataflows, and custom visuals, and active learning of APIs in .NET.
- Engaged in continuous learning of predictive analytics and machine learning for business applications

How My Experience Aligns with This Role

7+ years of Data Modeling experience

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

3+ years in data modeling or analytics engineering with strong SQL.

Built 20+ SQL stored procedures, improving query performance by 40% and reducing error rates by 75%

Hands-on Microsoft Fabric

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Lakehouse/Warehouse, OneLake, Delta tables, Dataflows Gen2 or Pipelines; familiarity with SQL endpoint usage.

Built 20+ SQL stored procedures, improving query performance by 40% and reducing error rates by 75%

Star schemas; fact types (transactional, periodic snapshot, accumulating); bridge tables for M. N; degenerate and junk dimensions

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

SCD Type 1/2 with MERGE; effective/expiry dating; handling late-arriving data

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Power BI semantic modeling and DAX

Implemented sales and inventory dashboards for Latin America, reducing decision-making time by 40%

Clean tabular model design; CALCULATE/KEEPFILTERS/USERRELATIONSHIP; date intelligence; semi-additive measures; model properties (data types, sort-by, formatting)

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Incremental refresh; basic aggregations; RLS

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Define tests (unique/not-null/accepted values), document metrics, manage endorsements; apply sensitivity labels for PII/regulated data

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Translate stakeholder requirements into grain/facts/dimensions and certified measures; collaborate across DE, BI, and business teams.

Implemented sales and inventory dashboards for Latin America, reducing decision-making time by 40%

Commercial/Operations. Orders and order lines, inventory availability, shipment/fulfillment, returns, pricing, promotions, member subscriptions.

Implemented sales and inventory dashboards for Latin America, reducing decision-making time by 40%

Membership lifecycle, entitlements, course enrollments and completions (CE), event attendance, certifications

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Product catalog (APIs, bases, devices), formulations/recipes and versioning, stability/BUD attributes, allergens, SDS/CoA linkage.

Implemented sales and inventory dashboards for Latin America, reducing decision-making time by 40%

USP 795/797/800 compliance data, audit findings, corrective actions, sensitivity labeling, support case/ticketing

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Define model grain, surrogate keys, conformed dimensions (e.g., Customer/Account, Product, Practitioner, Date, Geography), and role-playing dimensions

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Implement SCD Type 1/2 in Delta (Warehouse/Lakehouse) for key dims (Customer, Product, Practitioner, Membership)

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Handle late-arriving facts/dimensions, inferred members, and bridge tables for many-to-many (e.g., formulation → multiple actives/allergens)

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Build and maintain Power BI semantic models

Implemented sales and inventory dashboards for Latin America, reducing decision-making time by 40%

Clean star schemas, relationship management, hierarchies, display folders

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Author DAX measures for revenue, margin, order volume, fill rates/OTIF, inventory days, membership MRR/retention/churn, education completions, compliance KPIs.

Developed 12 KPIs, improving sales visibility by 30% across 5 regions

Implement time intelligence (MTD/QTD/YTD, PY), semi-additive measures (inventory snapshots)

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Configure incremental refresh, aggregations where needed, and Row-Level Security (e.g., by region/account team)

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Propose partitioning/clustering/Z-ordering strategies in Delta; consider Warehouse materialized views for heavy rollups; reduce cardinality in Power BI; choose pre-aggregation

vs. Aggregations in PBI.

Implemented sales and inventory dashboards for Latin America, reducing decision-making time by 40%

Specify Silver contracts and quality checks (dedupe, CDC alignment, schema expectations)

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Review Pipelines/Dataflows Gen2/Notebooks outputs for model-readiness and effective dating

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Maintain data dictionaries, lineage, SCD behavior, and certified metric definitions; apply sensitivity labels and endorsements

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

Additional Notes (Optional)

If there are requirements in the job description that are not directly evidenced above, I am actively developing transferable skills and have a strong record of quickly bridging knowledge gaps through self-directed learning and hands-on practice.