

# Armando Diaz

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## PROFESSIONAL SUMMARY

Information Systems student with practical experience building **Enterprise Data Warehouses** from scratch. Specialized in transforming fragmented business data (CRM, ERP) into reliable **Star Schemas** using **SQL Server**, **Azure Cloud**, and advanced automation strategies.

## EDUCATION

### University of Florida

*Bachelor of Science in Information Systems, Minor in Economics*

Gainesville, FL

*Expected May 2027*

**Certifications:** Microsoft Business Analyst Professional, Florida DBPR Business & Finance Exam

## EXPERIENCE

### Sales Development Intern

*Elite Pro Painting*

Indianapolis, IN

*May 2024 – July 2024*

- Performed direct **door-to-door sales** to generate leads and fill the pipeline, acting as the primary point of contact for residential prospects.
- Outperformed daily lead generation targets by **60-100%** by A/B testing different opening scripts and optimizing territory routes.

## TECHNICAL PROJECTS

### Live Cloud Data Pipeline (Pokémon TCG API) | *Azure SQL, Blob Storage, Python*

Jan. 2026 – Present

- Built an automated cloud pipeline using **Azure Functions** to trigger daily API extractions, creating a reliable data repository for market analysis.
- Developed data transformation logic to convert complex, nested API data into a clean, structured format suitable for business reporting.
- Designed the database to capture historical trends over time, enabling time-series analysis of volatile market price changes.

### Enterprise Data Warehouse | *Independent Portfolio Project, SQL Server 2022*

Nov. 2025 – Jan. 2026

- Designed and executed a full **Data Warehousing strategy** to ingest raw data from disconnected business sources (CRM and ERP Systems).
- Created an optimized **Star Schema** data model to organize sales, customer, and product data, **reducing query complexity and improving report load times by 90%**.
- Resolved data inconsistencies between systems by creating logic to link mismatched records, **recovering 100% of orphaned records that were previously unreportable**.
- Automated quality control processes to detect and fix missing or duplicate information, **eliminating the need for manual Excel cleanup**.

### Incremental Game Development | *Independent Release, Lua, A/B Testing*

Nov. 2024 – Feb 2025

- Developed a 3D incremental game in Lua, programming all backend inventory systems and user interface logic from scratch.
- Acquired **3,000+ unique players** by running A/B tests on icon designs and ad copy, **decreasing Customer Acquisition Cost (CAC) while increasing Click-Through Rate (CTR)**.

## TECHNICAL SKILLS

**Core Data Engineering:** Data Warehousing, ETL Pipelines, Dimensional Modeling, Star Schema

**SQL Server (T-SQL):** Stored Procedures, Window Functions, CTEs, Indexing, Data Cleaning

**Cloud & Tools:** Azure (Blob Storage, Functions, SQL DB), Python, Power BI, Excel, Tableau, Lua, Git/GitHub

**Business Strategy:** Sales Pipeline Management, A/B Testing, Lead Generation, ROI Analysis

## INTERESTS

**Fitness:** Rock Climbing (Bouldering/Top-Rope), Weightlifting

**Business:** Small Business financial models, Studying acquisition frameworks and value equations.