

CARLOS J. CALZADA MARTÍNEZ

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PROFESSIONAL EXPERIENCE

FIRSTBANK PUERTO RICO – SAN JUAN, PR

APPLICATION DEVELOPER

Nov 2024 – PRESENT

- Maintain and enhance key banking applications, including Mortgage Appraisals, Commercial Credit, and CRM systems.
- Troubleshoot and resolve incidents through root-cause analysis and coordination with technical and business teams.
- Oversee release cycles, including testing, validation, and deployment.
- Build automated workflows with Power Automate and Python to reduce manual tasks.
- Migrated Personal Loan campaign processes from SAS to Python, improving performance and maintainability.
- Act as liaison between IT and business units to ensure alignment and successful feature adoption.

BUSINESS ANALYST

Jan 2023 – OCT 2024

- Led CRM rollout across all branches, training 200+ employees including managers and executives.
- Gathered requirements and configured CRM to support sales, service, and operations.
- Analyzed campaign data using SQL Server to provide insights for marketing and DTC initiatives.
- Supported campaign execution and performance tracking across multiple channels.

WEB-APP DEVELOPER (INTERN)

Aug 2022—Dec 2022

- Designed and built the bank's CRM system as the primary developer, including architecture, data structures, and core functionality.
- Developed SQL Server databases and SSIS packages for CRM data integration and reporting.
- Created data pipelines to deliver real-time campaign insights.
- Gained experience in banking technology, compliance, and operational processes.

EDUCATION

UNIVERSITY OF PUERTO RICO- RIO PIEDRAS CAMPUS

Computer Information Systems Minor: Business Analytics (GPA-3.48) - AACSB Accredited

December 2022

RECOGNITIONS

- 2025 – Award: Mejor Innovación y Eficiencia
- 2024 – Certificate of Recognition: Excellence in Innovation
- 2024 – Certificate of Recognition: Collaboration Excellence

ADDITIONAL INFORMATION

Languages: Spanish (fluent) | English (fluent)

Technical Skills: SQL, Outsystems, Python, R, SAS, Power BI, HTML, CSS, Power Automate, Linux, Visual Studio, ASP.NET, MS Office Suite