

# CARLOS J. CALZADA MARTÍNEZ

San Juan, PR • [cjcalzada1@outlook.com](mailto:cjcalzada1@outlook.com) • (787) 514 9255  
[linkedin.com/in/carlos-calzada-martinez](https://linkedin.com/in/carlos-calzada-martinez)

## PROFESSIONAL EXPERIENCE

### FIRSTBANK PUERTO RICO – SAN JUAN, PR

#### APPLICATION DEVELOPER

Nov 2024 – PRESENT

- Administer and enhance enterprise banking applications, including the Mortgage Appraisals system, Commercial Credit Applications, and the Customer Relationship Management (CRM) platform originally developed during internship.
- Manage incidents by diagnosing issues, performing root cause analysis, and coordinating resolutions with technical teams and business stakeholders.
- Coordinate release activities, including testing, validation, and deployment of new features and system updates.
- Design and implement automated workflows using Power Automate and Python, reducing manual effort and improving operational efficiency.
- Rebuilt the Personal Loan campaign process by migrating legacy SAS Enterprise workflows to Python, improving performance, maintainability, and automation capabilities
- Serve as a primary liaison between IT and business units, ensuring clear communication, accurate requirement gathering, and successful adoption of system enhancements.

#### BUSINESS ANALYST

Jan 2023 – OCT 2024

- Led the enterprise rollout of the Customer Relationship Management (CRM) system across all bank branches, training over 200 employees, including managers and executives.
- Collaborated with stakeholders to define business requirements and configure CRM functionalities to support sales, service, and operational processes.
- Extracted, processed, and analyzed campaign data using SQL Server, delivering accurate and actionable insights for marketing and DTC initiatives.
- Supported campaign setup, execution, and performance tracking across multiple channels, ensuring timely delivery of insights and operational alignment.

#### WEB-APP DEVELOPER (INTERN)

Aug 2022—Dec 2022

- Initiated development of bank's Customer Relationship Management (CRM) application, building foundational components and collaborating with business units to define early requirements.
- Developed and maintained SQL Server databases and SSIS packages to support CRM data integration, reporting, and business intelligence needs.
- Built data pipelines to aggregate and analyze campaign metrics, providing real-time insights for decision-makers.
- Gained exposure to banking technologies, compliance requirements, and operational processes, applying insights to improve system efficiency and reliability.

## EDUCATION

### UNIVERSITY OF PUERTO RICO- RIO PIEDRAS CAMPUS

Computer Information Systems Minor: Business Analytics - 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