



Deborah Longueira

www.linkedin.com/in/deblongueira

longueiradeb@gmail.com

Miami, FL 33185

(305) 992-5513

EDUCATION

Master of Business Design - MBDesign

Specialization in Innovation, Technology and Design

Universitat de Barcelona · Universitat Politècnica de Catalunya

Bachelor of Science in Computer Science

Minor in Cognitive Science

University of Florida

WORK EXPERIENCE

Children's Home Society of Florida | Orlando, FL | Remote

September 2024 - Present

Analytics Engineer - Quality / Community Partnership Schools (CPS)

- **Designed and implemented the CPS Impact Dashboard using Microsoft Power BI**, integrating Florida Department of Education and internal data to track KPIs across health and education programs, providing insights into program effectiveness and outcome trends for leadership and stakeholders.
- **Created and optimized SQL views in Snowflake** to streamline data extraction processes and enable real-time, KPI-driven reporting within Power BI, improving decision-making efficiency.
- **Developed, launched, and maintained a custom application for Community Partnership Schools using Microsoft Power Apps**, incorporating a performance scorecard and weekly input tracker to standardize data entry and enable continuous monitoring of school-level KPIs.
- **Leveraged Python for data cleaning and transformation**, enabling the delivery of structured, actionable datasets that surfaced operational trends and supported evidence-based planning.
- **Automated user access and workflow processes with Power Automate**, improving operational efficiency across Microsoft Teams and SharePoint environments.

FedEx Express | Miami, FL | Hybrid

December 2019 - September 2024

Data Analyst - Marketing

- **Developed, implemented, and maintained a revenue plan dashboard** used for revenue forecasting and comparative analysis of revenue and yield, examining historical trends across countries, products, and months, enhancing strategic planning capabilities.
- **Led the development of the air exports market dashboard, facilitating detailed comparisons of Latin American countries' exports to the U.S. and worldwide**, classifying data by HS codes to identify key growth opportunities.
- **Created value proposition dashboards** for Mexico, Brazil, and Chile to analyze and compare pricing, transit times, and cut-off times, aiding product development and continuous improvement initiatives.
- **Designed dashboards to monitor air cargo volumes and capacity utilization**, providing insights that informed strategic decision-making and optimized resource allocation.

RELEVANT COURSEWORK

- **Science Coursework:** Biology I & II, Chemistry I & II, Medical Systems Physiology
- **Computer Science Fundamentals:** Programming Fundamentals I & II, Data Structures & Algorithms, Discrete Structures
- **Advanced Topics:** Natural Language Processing, Human-Computer Interaction
- **Science Coursework:** Biology I & II, Chemistry I & II, Organic Chemistry, Human Physiology
- **Engineering and Analysis:** Numerical Analysis, Computational Linear Algebra, Differential Equations, Engineering Statistics, Engineering Economy
- **Systems and Networks:** Computer Organization, Operating Systems, Computer Networks, Digital Logic & Computer Systems, Information and Database Systems

ADDITIONAL SKILLS

- **Languages** | English (bilingual), Spanish (native)
- **Programming Languages** | Java, C, C++, VBA, Python, M, SQL, R, DAX
- **Tools & Software** | Git, Github, Snowflake, Power BI, Power Apps, Power Automate, Power Query, Tableau, Figma, Miro, Excel, Word, PowerPoint
- **Databases & Development Tools** | Visual Studio Code, Xcode, SQLite, MySQL, Snowflake