

# LUIS MIGUEL DR. CRUZ

Pulong Buhangin, Santa Maria, Bulacan | +63 9210977393 | [luismigueldracruz@gmail.com](mailto:luismigueldracruz@gmail.com)

Portfolio: [devcass-portfolio.vercel.app](https://devcass-portfolio.vercel.app) | LinkedIn: [linkedin.com/in/luismigueldracruz/](https://linkedin.com/in/luismigueldracruz/)

## EDUCATION

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### OUR LADY OF FATIMA UNIVERSITY

Bachelor of Science Major in Computer Science

Greater Lagro, Quezon City

2021 – 2025

- Dean's List from 2022 to 2024

## WORK EXPERIENCE

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### INNER SPARC REALTY CORPORATION

Intern

Remote

Feb – Apr 2025

- Designed promotional graphics and edited short-form videos using Canva and Capcut boosting engagement across Facebook.
- Analyzed social media performance via **Meta Business Suite**, identifying top-performing content and audience insights to guide content strategy.
- Conducted sales data analysis in **Excel**, including data cleaning, trend visualization, and quarterly/yearly performance comparisons.
- Identified top-performing sales teams and weak quarters, visualized performance trends, and compared quarterly results to inform strategic business planning.
- Reported active and cancelled sales and recommended strategies to reduce drop-offs and improve team performance.

## PROJECTS

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### RETAIL SALES & STATE INSIGHTS

May 2025

- Built an interactive Excel dashboard to analyze retail sales performance across U.S. states. Identified top-performing product categories, regional sales trends, profit margins, and year-over-year growth.

### DAGITAB

Feb 2024 – Nov 2024

- Designed and developed the front-end interface for the energy forecasting webapp thesis project, incorporating API integrations for seamless data exchange and ensuring an intuitive and responsive webapp.

### ADVERTISEMENT WEBSITE

Sept 2023 – May 2024

- Designed and developed the front-end interface for MC Power Enterprises, enabling customer inquiries, pre-orders, and admin features like analytics, content, staff management, and API integrations for dynamic data handling.

## LEADERSHIP & CAMPUS INVOLVEMENT

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### JUNIOR PHILIPPINE COMPUTER SOCIETY

Sept 2024 – June 2025

Multimedia Committee

- Created social media pubmats and supported visual branding for campus events. Collaborated with other committees.

### CAREER FAIR AND JOB EXPO 2025

Apr 2025 – May 2025

Co-Head of Event

- Coordinated task delegation with class leaders and handled budgeting and design for event merch and tarpaulins. Supervised on-site activities and supported smooth event execution.

### CURRENT TRENDS IN COMPUTING CLASS, TECHNOVERSE SEMINAR

Jan 2024 – May 2024

Multimedia Head

- Led the creation of event pubmats, posters, and visual branding for promotional materials. Designed event stage.

## SKILLS AND CERTIFICATIONS

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**Languages:** SQL, Python

**Databases:** MySQL, PostgreSQL

**Analytics & Visualization Tools:** Microsoft Excel (pivot tables, dashboards, charts), Tableau,

**Data Skills:** Data Cleaning & Preparation, Exploratory Data Analysis (EDA), Data Visualization, Dashboard Reporting

**Certifications:** Excel Fundamentals (*DataCamp*), Data Analytics Essentials (*Cisco*)