

LUIS MIGUEL DR. CRUZ

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EDUCATION

OUR LADY OF FATIMA UNIVERSITY

Bachelor of Science Major in Computer Science

Greater Lagro, Quezon City

2021 – 2025

- Dean's List, 2nd Semester AY 2022 - 2023 & AY 2023 - 2024

WORK EXPERIENCE

INNER SPARC REALTY CORPORATION

Intern

Remote

Feb 2025 – Apr 2025

- Designed graphics and edited short videos using Canva and CapCut, increasing engagement on 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

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

JUNIOR PHILIPPINE COMPUTER SOCIETY

Sept 2024 – June 2025

Multimedia Committee

- Created social media promotional materials 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 posters and visual branding materials. Designed event stage and other event design assets.

SKILLS AND CERTIFICATIONS

Languages: SQL

Databases: MySQL, PostgreSQL

Analytics & Visualization Tools: Microsoft Excel (pivot table, power query, chart, dashboard), Power BI, Tableau

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

Professional Skills: Team Collaboration, Communication, Attention to Detail, Problem-Solving

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