



DIANA PAULO

PROFILE

Data Analyst skilled in SQL, Excel, Python, Power BI, and Tableau. Experienced in cleaning, transforming, and visualizing real-world datasets to uncover meaningful insights and support data-driven decision-making.

A reliable, detail-oriented, and dedicated individual with strong problem-solving and analytical skills.

Lisbon, Portugal | diana.c.paulo@gmail.com | +351 926 657 566



Tagalog, English



Portfolio



LinkedIn



GitHub

EDUCATION

2011-2015
BSBA Marketing Management
New Era University

CERTIFICATIONS

Data Analytics Certificates
[View Certificates](#)

ACHIEVEMENTS

- Dean's Lister | 2012-2015
- NEJMA Officer | 2014-2015
- Seminar Event Director | 2014
- Congress Scholar | 2011-2013
- Excellence Award Poetry | 2018

VOLUNTEER

March 2023 - April 2024
Refood Cascais, Portugal

- Supported food redistribution efforts to reduce waste and fight hunger
- Preparing and organizing the food

ASSOCIATION

2014 - 2015
VP Membership
New Era Junior Marketing Assoc.

HOBBIES



SKILLS

Technical Skills

- Excel (PivotTables, Power Query, VLookup)
- SQL (SQL Server, MySQL)
- Python (Pandas, Matplotlib, NumPy)
- Data Cleaning & Wrangling

Tools & Platforms

- Power BI, Tableau
- Jupyter Notebook
- GitHub
- MS Office 365

PROJECTS

World Population Data Analysis | [View Project](#)

- Explored global population datasets using Excel, SQL, Python, and Power BI.
- Performed data cleaning, transformation, and visualization to identify key population trends.
- Demonstrated how different analytical tools can deliver complementary insights.

Other Projects | [View Project](#)

- Analyzed multiple datasets applying techniques such as exploratory data analysis (EDA), visualization, and dashboard design.
- Showcased analytical thinking and versatility across domains.

WORK EXPERIENCE

Freelance Virtual Assistant | August 2023 – July 2025

- Created and optimized real estate/product listings on Facebook Marketplace, including writing compelling descriptions, uploading images, and responding to buyer inquiries.
- Handled social media account (Facebook), including scheduling posts, engaging with followers, and tracking performance metrics.
- Demonstrated responsibility, patience, and organizational skills.

Au Pair / Nanny | Netherlands & Portugal – 2020 to 2023

- Managed daily routines and bilingual environments for children with care and responsibility.
- Adapted quickly to a multicultural environment and built strong relationships.

Virtual Assistant – Leonexus Virtual Assistants | June 2018 – July 2020

- Updated and maintained website information (WordPress backend).
- Conducted online research, lead generation, and data entry into CRM (HubSpot).
- Photobook designing, Editing Photos and Videos.

Liaison Officer – Donato Real Estate Brokerage | May 2015 – March 2018

- Responsible for coordinating activities with other agencies.
- Submission and receiving of necessary documents and handle payment remittances.
- Monitoring and responding to emails and phone calls.

References available upon request.