

# Franco Corona

Computer Engineer | BI | Data Engineer | Tech Lead

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## PROFILE

Experienced **Data Engineer** with over 7 years in data architecture, pipeline development, and data analytics. Proficient in SQL, Python. Skilled in cloud services such as Google Cloud and AWS, with a strong ability to translate business requirements into effective data solutions. Excellent communicator and collaborator, adept at working with cross-functional teams to drive data-driven decision-making.

## EXPERIENCE

### LINIO.COM, FALABELLA.COM | SENIOR TECH LEAD

Jan 2023 – Dec 2023 | México City, México

- Designed and implemented robust, scalable data architectures.
- Led the development of data pipelines, integrating new data sources.
- Developed integrations with third-party systems.
- Implemented processes for data modeling to enhance data quality.
- Enabled data analytics tools for valuable insights.

### LINIO.COM, FALABELLA.COM | TECH LEAD

May 2022 – Dec 2022 | México City, México

- Defined technical solutions for BI & Data Consumption Teams.
- Led Marketing Analytics Daily Report: Campaign tracking, Data Validation vs. Platforms.

### LINIO.COM | REGIONAL BI & DATA ENGINEER TEAM LEAD

Nov 2019 – May 2022 | México City, México

- Managed a BI & Data Engineering Team of 5 engineers.
- Aligned measures and KPIs across business teams.
- Generated reliable financial reports.

### LINIO.COM | DATA ENGINEER

Nov 2018 – Nov 2019 | México City, México

- BI/Python Developer, Commercial and Finance Information Responsible, Reporting

## EDUCATION

### CRYPTOCURRENCY & BLOCKCHAIN DIPLOMA 2024

- National Autonomous University of Honduras

### LEADERSHIP DIPLOMA 2022

- National Autonomous University of Mexico

### ADVANCED IN BANKING AND FINANCE DIPLOMA 2020

- National Autonomous University of Mexico

### BACHELOR OF COMPUTER ENGINEERING 2009 - 2013

- National Autonomous University of Mexico

## SKILLS

### HARD

SQL • Python  
• Relational Databases • Air-flow • Looker • PowerBI • Tableau • Data Studio/Looker Studio • Google Cloud • Big-Query • Dataflow • GitLab • Business Intelligence • Github • Linux • Data Modeling • Google Analytics

### SOFT

Data Driven • Team Player • Multicultural work environment • Scrum • Agile • Team Management • Results Driven • Cost Control

## CERTIFICATIONS

### LOOKER

COURSERA / GOOGLE  
2022

### PYTHON

PYTHON INSTITUTE  
2022

### GCP DATA ENGINEERING

COURSERA / GOOGLE  
2019

## LANGUAGES

Spanish Native  
English B2  
Japanese N5