

Gustavo Sanchez

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GitHub: <https://github.com/g626s> | Portfolio: <https://g626s.github.io/>

SUMMARY

Dynamic, Committed and Highly Organized Marketing and Data Analyst with a Bachelor's of Science - B.S. in Marketing from California State University, Northridge. Earned my certificate in Data Analytics and Visualization from University of California, Berkeley. Technical skills and experience in Excel, VBA, Python, Pandas, API, SQL, Tableau, R, GIT, and Machine Learning. Diligent and insatiable intellectual curiosity and ability to mine and highlight with visualization tools hidden gems located within large sets of structured, semi-structured, and raw data. Enjoys leveraging background and skill set to support detailed and efficient analysis from both stakeholders and consumers in any given industry.

TECHNICAL SKILLS

- Microsoft Office Suite: Word, Excel, PowerPoint
- Google Workspace: Google Drive, Docs, Sheets, Slides, Forms
- Languages: Python, JavaScript, SQL
- Applications/Engines: GitHub, Jupyter Notebook, PostgreSQL, MongoDB, Terminal, Anaconda
- Visualization: Tableau
- Tools/Kits: Pandas, Matplotlib, NumPy, API, Google Colaboratory

PROJECTS

Great Resignation Analysis - https://github.com/g626s/Great_Resignation_Analysis

- The ultimate goal of this analysis is to determine the underlying factors that led to the recent phenomenon being dubbed "The Great Resignation. Our goal for this project is to find, process, and use the data we can find to see what has caused this shift around working conditions and employment.
- Time series forecasting models, particularly on Scikit-learn regression models, were used to perform forecasting on time series. Skforecast was implemented as well as frequency distribution to predict the selected industries of analysis.

Tableau NYC Citi Bike Visualization - <https://github.com/g626s/bikesharing>

- The overview of this project incorporated a business proposal and pitch for Citi Bike for a particular group of potential investors.
- The goal and methodology of this project was to analyze the Citi Bike data that was collected in New York City in the month of August and launch a bike sharing business in Des Moines. The month of August was chosen specifically to analyze how the business operates in the peak of summer where tourism is the highest.

Human Belly Button Biodiversity Visualization - <https://github.com/g626s/Plotly-Belly-Button-Biodiversity>

Dynamic and interactive visualization dashboard and charts using Plotly.js with a human belly button diversity dataset.

- Interactive dashboard and charts display bacteria that live inside the human body.
- Upon selection of an id number in a pull down list, the id metadata will be displayed in a div element and the top ten bacterial samples will be displayed in a pie chart and bubble chart.

WORK EXPERIENCE

Lululemon Athletica | Pasadena, CA

June 2021 – Present

Full Time Educator

- Knowledgeable and up to date on company communication, priorities, roll-outs and any additional information required by the Store Manager; educate on guest-facing initiatives to increase quarterly metric sales objectives.
- Assist in inventory management and the visual merchandising team based on each quarter's strategies.
- Implement cross-marketing strategies and inform guests on local and regional community programs including local studios, instructors and events.

- Developed a product education proposal for educators by understanding and bridging the gap between product knowledge and guest experience in alignment to each product campaign.

Carbon Health Technologies | Los Angeles, CA

March 2021 – June 2022

Medical Intake (Productions)

Production Projects: The Morning Show, Pam & Tommy, Riot Games: League of Legends, 2022 Twitch Streamer Bowl

- Supported and coordinated with site and event leads with setting up testing stations as well as incorporating new methods for improved workflow.
- Effectively utilized Carbon Health Provider application in alignment with the project objectives as well cross-team coordination for testing and marketing purposes that increased new client registration by 3% in our Southern California Region.
- Ensured correct patients have been scheduled, complete HPI, and insert correct COVID specimen collection(s) for required results based on the client's role.

LEADERSHIP AND ORGANIZATIONS

Kappa Sigma Fraternity, CSUN

Vice President of External Affairs

Dec 2017 – Aug 2018

- Oversaw and manage membership development for current and new members. Increased membership organization by 13% during term of position and implemented new strategies for community outreach and member retention.
- Oversaw and appointed a rush chairman and committee as well as organizing and setting goals for each semester's rush program for new members and new member education program.
- Appointed a social chairman/committee for networking and branding for the non-profit organization on social media platforms. Increased engagement/reach and amount of followers by 20% during term of position by including market research and social media metrics.

Vice President

Dec 2019 – Dec 2020

- Overseeing scholarship, Code of Conduct, Chapter By-Laws, discipline, and house maintenance. Curated and oversaw the new chapter headquarters being processed.
- Coordinated with the organization's Scholarship Commissioner's request for chapter grade information in the Biannual Reports submitted to the Fraternity's headquarters for analysis.
- Won the The Founders' Award of Chapter Excellence in 2020. "FACE" is the benchmark award in Kappa Sigma, recognizing outstanding achievements in all areas of chapter operations.

EDUCATION

University of California, Berkeley

Nov 2022

COMPSCI 855 - Data Analytics and Visualization Certificate Program, 3.9 GPA

California State University, Northridge

May 2021

David Nazarian College of Business and Economics

Bachelor of Science., Marketing

Relevant Coursework: Strategic Management, Digital Marketing, Marketing Management, Market Research, Marketing Metrics, Consumer Behavior, Operations Management