

# HERNAN ARONSON

Data Analyst | BI Developer | Project Manager

Engineering Project Manager and Data Analyst with 10+ years of experience in data-driven decision making, KPI tracking, pricing models, forecasting, and process optimization. Advanced expertise in Excel, data modeling, and ERP/CRM systems (Salesforce, Priority ERP). Completed a Big Data Analyst Course to expand technical skills in SQL, Python, MongoDB and Power BI, strengthening ability to deliver scalable and automated insights.



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<https://www.hernanaronson.com/>



[github.com/hernaniny](https://github.com/hernaniny)

## EDUCATION

### B.Sc. in Mechanical Engineering

Technion Israel Institute of Technology  
2005 – 2010

### Big Data Analysis

Technion School of Continuing Education  
May 2025 – Nov 2025

## TECHNICAL SKILLS

- |                    |                |
|--------------------|----------------|
| • SQL              | • Python       |
| • MS Excel         | • MongoDB      |
| • Power Query      | • Power Pivot  |
| • Power BI         | • Tableau      |
| • GitHub           | • Big Data     |
| • Machine Learning | • Salesforce   |
| • MS Project       | • Priority ERP |

## SOFT SKILLS

- Organization and Planning  
Budget Management  
Teamwork  
Problem-solving  
Interpersonal Skills  
Creative Thinking  
Attention to Detail

## LANGUAGES

- Hebrew – Fluent
- English – Fluent
- Spanish – Mother Tongue
- Portuguese – Fluent

## PROFESSIONAL EXPERIENCE

1/2016  
–  
7/2025

### Project Data Analyst

Intelitek Inc., Rosh HaAyin

- Collected, cleansed, and analyzed **business data** to support **strategic decisions** and **pricing strategies**, leading to a 90% improvement in pricing accuracy and reducing operational risk.
- Developed and maintained **interactive dashboards** in Excel for **KPI tracking** and performance monitoring, providing actionable **insights** to both technical and non-technical **stakeholders**.
- Partnered with **cross-functional teams** including Product Managers, Account Managers, and Operations to **streamline workflows**, improving efficiency and reducing project delays by 80%.
- Oversaw **forecasting models and tools**, ensuring accuracy in demand planning and maintaining **data integrity** across **Salesforce** and **ERP (Priority)** systems.
- **Documented processes** and standardized **best practices** to ensure consistency, compliance, and scalability in reporting and **analytics**.
- Designed and implemented **quotation tools** for complex product portfolios, enhancing pricing accuracy by 90% and supporting **data-driven decision making**.

3/2011  
–  
12/2015

### Sales Operations & Investment Portfolio Assistant

Arnoni Investments S.A., São Paulo, Brazil

- Managed daily investment account operations including trade execution, reconciliation, and client **reporting**, ensuring **risk management** and compliance.
- Developed **automated Excel models** for financial **analysis**, commissions, and **KPI tracking**, supporting **data-driven decisions**.
- Produced **performance reports** that provided **insights** for portfolio managers and senior leadership.
- Assisted in **research** and **forecasting** for investment strategies, contributing to long-term planning.

## CERTIFICATIONS & COURSES

- Israeli Securities Authority License ("Professional A") – Meitav Dash College
- Project Planning & Management – Technion Faculty of Industrial Engineering
- Financial Management in Projects – Technion Faculty of Industrial Engineering
- Financial & Managerial Accounting, Engineering Economics – Technion Faculty of Industrial Engineering