

EDUCATION

Ohio State University, Software Engineering Boot Camp, October 2024-May 2025 | Full-Stack Engineering Certification
University of Virginia, School of Continuing & Professional Studies | Edge Certificate, August 2022
Franklin & Marshall College | Lancaster, PA | Bachelor of Arts in History, Minor in Anthropology, May 2019

TECH EXPERIENCE

Programmatic Analyst, TelevisaUnivision | Hybrid, October 2023-present

- Analyze and validate revenue data across 35 partners, ensuring accuracy and consistency across various ad tech platforms.
- Execute thorough analyses of the outcomes from tests conducted with partners, providing actionable insights.
- Continuously monitor partner activities by conducting in-depth analysis and bid evaluations to inform strategic decision-making.
- Leverage data visualization tools to develop dashboards and reports that provide actionable insights for stakeholders.
- Reconcile monthly revenue discrepancies, collaborating with finance teams to ensure accurate billing and reporting.
- Support strategic decision-making by identifying high-performing ad buckets and uncovering revenue-driving opportunities.

Senior Data Steward, TelevisaUnivision | Hybrid, December 2021-October 2023

- Maintained master data management system as the Data Owner with oversight of all client profile creations.
- Created and communicated data policies, processes, procedures, and standards to sales leaders, executives, and support teams.
- Enhanced the workflow and interaction between Informatica MDM and source systems.
- Productively responds to finance team requests and issues related to Oracle in a timely manner.
- Provided system training and communication training, guidance, and mentorship to Data Stewards.
- Coded in JavaScript and automated test scripts for the Ad Local and Ad Network Media Request Forms.
- Designed new elements for Sales Request Forms, enhanced existing features, and implemented bug fixes for code.
- Lead onboarding sessions to educate users (300+ Salespeople) on best practices and processes.

Data Steward, Univision Communications, Inc. | New York, NY, November 2019-December 2021

- Created and maintained customer naming conventions within multiple sales and traffic systems.
- Interfaced with network and local ad sales and technology groups on system-related projects and tasks.
- Utilized software such as Informatica, Dealmaker, WideOrbit, Operative One, Matrix Solutions, Oracle and Salesforce.
- Responded to sales and user requests and issues related to source systems promptly.
- Unlocked the password-protected Local Media Request Form, a problem that persisted in the team since 2017.
- Tackled and successfully completed projects when another team member’s bandwidth decreased.

ACTIVITIES & VOLUNTEERING

Member, Columbus Code & Coffee | Meetup series for all developers to get-together and discuss technology | April 2024-Present

Editor & Tech Support, eMERGE | ERG that engages, equips, and empowers early career employees | Nov. 2019-Oct. 2023

Mentee, She Runs It | 9-month mentorship program connecting industry professionals | Feb. 2022-Oct. 2022

Copywriter, Cafecito Speaker Series | Initiative born to promote equity, inclusion, and tolerance | Aug. 2020-June 2021

- “My Time to Speak” with journalist and Univision News Anchor Ilia Calderon (August 2020)
- “IntersectionAllies - We Make Room for All” professional panelists (November 2020)
- “Restoring Civility” with documentary filmmaker and peace activist Ken Nwadike Jr. (December 2020)
- “The Sum of Us” with NYT bestselling author and policy advocate Heather McGhee (February 2021)

SKILLS

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| <ul style="list-style-type: none">Data preparation (acquiring, cleansing, publishing)Data management and data stewardship knowledgeDefining requirements and creating documentationPassion for data governance and data qualityStrong listening, verbal and written communicationSystems analysis and explorationUser Acceptance Testing (UAT)Microsoft Office Suite (Excel, Word, PowerPoint)Google Suite (Sheets, Docs, Forms)JavaScript Programming | <ul style="list-style-type: none">Data Visualization and Data StorytellingAbility to use logic to calculate data efficientlyIdentifying Key Trends and InsightsExcellent Customer Service skills in sales and softwareStrong Problem-SolverKnowledge of and strong curiosity for financial servicesComfortable working in a fast-paced, results-oriented environmentStrong critical thinking and problem-solving skillsHighly organized, flexible and rigorous attention to detailGrowth mindsetBilingual: English & Spanish |
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