Jomar Pajenago

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Professional Summary

Data Analyst with experience in data reporting, automation, and dashboard development. Skilled in Google Sheets, Excel, SQL, and Python with a strong focus on cleaning data, building reports, and automating workflows that reduce manual work and improve accuracy. Adept at transforming complex datasets into clear insights that support decision-making.

Core Skills

- Programming & Analysis: Python, SQL
- Data Engineering: ETL/ELT, Data Migration, Data Validation
- Reporting & Visualization: Tableau, Looker Studio, Power BI, Excel, Google Sheets
- Data Processing: Cleaning, Validation, Normalization, Annotation
- Database Management: SQL & NoSQL
- Workflow Automation: Google Apps Script, Zapier, Airtable, Asana
- Cloud & Analytics Platforms: Azure Databricks, Azure Data Lake, Google Analytics, Shopify
- Performance Monitoring & KPI Tracking

Professional Experience

Freelance Data Analyst

Remote | April 2024 - July 2025

Fintech - Data Annotation and Research (Aug 2024 - Jul 2025)

- Used Python and SQL to annotate, validate, and structure financial datasets for modeling and analytics.
- Performed research and ad-hoc data analysis to support risk assessment, market insights, and AI training using synthetic datasets derived from real estate properties and documents.
- Designed queries to ensure accuracy and consistency in transaction-level data.
- Automated recurring validation tasks to maintain data quality for business intelligence reporting.

E-Commerce - Data Automation and Web Scraping (Mar 2025 - Jul 2025)

- Automated data cleaning and reporting using JavaScript, reducing manual errors and saving time.
- Used Python for web scraping to collect and structure e-commerce datasets from multiple sources.
- Built dashboards tracking marketing KPIs (CVR, ROAS, Ad Spend), supporting campaign optimization.
- Migrated and validated large datasets, ensuring completeness and accuracy.
- Created daily, weekly, and monthly reports on sales KPIs including Revenue and AOV.

Business Intelligence - Tableau and Azure Databricks (May 2025 - Jun 2025)

- Created and maintained interactive dashboards in Tableau to support business intelligence.
- Queried and transformed large datasets using SQL within Azure Databricks.
- Optimized reporting pipelines to ensure reliable and timely data delivery.
- Collaborated with stakeholders to define metrics and track key performance indicators.

Small IT Company - Sales and Customer Insights (Apr 2024 - Nov 2024)

- Built dashboards monitoring sales performance, churn rate, and customer satisfaction metrics.
- Collected and analyzed customer feedback to identify service improvements.
- Used SQL and Apps Script (JavaScript) to prepare datasets for reporting and operational decision-making.
- Delivered weekly and monthly insights to support client retention and sales strategy.

Administrative Assistant

City Government of Antipolo | February 2023 - August 2024

- Collected and analyzed data from multiple sources to produce management reports.
- Supported onboarding and training of new employees with clear documentation.
- Developed and improved administrative procedures for smoother operations.
- Coordinated with IT support to resolve system and data issues quickly.

Revenue Collection Clerk

City Government of Antipolo - Rizal, Philippines | September 2018 - February 2023

- Welcomed customers and helped determine their needs.
- Operated the cash register for cash, check, and online payments while ensuring accurate transaction recording and maintaining a balanced cash drawer at the end of each shift.
- Handled various administrative tasks, including data entry, filing documents, and preparing reports on real property tax and business permits collections.

Education

Bachelor of Public Administration
Polytechnic University of the Philippines - Open University - Manila, Philippines
(Expected May 2027)

Associate in Computer Science
Datamex Institute of Computer Technology - Antipolo, Rizal, Philippines (2010)

Certifications
- Data Analysis Using Python
- Python for Data Science
- Data Science Foundations - Level 1
- Google Data Analytics (*in progress, expected Oct 2025*)