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

Work Experience

Freelance Data Analyst

Remote | Apr 2024 – Jul 2025

- Google Sheets & Apps Script Automation: Automated daily revenue emails and data cleaning, cutting prep time by 40% and freeing hours for deeper analysis.
- Python Data Scraping: Scraped daily ad performance data and stored it in Google Sheets as a data warehouse, eliminating manual copy-paste and cutting reporting prep time by 30%.
- SQL Data Cleaning & Reporting: Wrote SQL queries to clean and transform warehouse data (e.g., formatted Date/Time, created Month/Year fields) and used it to generate reports on CVR, ROAS, LTV, Ad Spend, and Revenue. Improved reporting efficiency by 30%.
- Built dashboards tracking marketing KPIs (CVR, ROAS, Ad Spend, Revenue, LTV) in Tableau and Looker Studio, supporting campaign optimization and faster decision-making.
- Migrated and validated large e-commerce datasets, ensuring accuracy and completeness for daily, weekly, and monthly reporting.

Administrative Assistant

City Government of Antipolo | Feb 2023 – Aug 2024

- Collected and analyzed data from multiple sources to produce management reports.
- Supported onboarding and training of new employees with clear documentation.
- Improved administrative procedures, leading to smoother operations.

Revenue Collection Clerk

City Government of Antipolo | Sep 2018 – Feb 2023

- Ensured accurate transaction recording for cash, check, and online payments.
- Handled data entry, filing, and preparation of reports.
- Maintained accuracy in balancing daily cash transactions.

Education

Bachelor of Public Administration

Polytechnic University of the Philippines – Open University (Expected May 2027)

Associate in Computer Science

Datamex Institute of Computer Technology – Antipolo, Rizal (2010)

Certifications

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