

# Antonio Gutierrez Amaranto

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## Professional Summary

Data Analyst with 5+ years of experience specializing in data migration, ETL processes, Power BI, and data quality management within healthcare and enterprise environments. Experienced in analyzing financial and operational data to identify trends and support business insights for multinational companies such as HP. Demonstrated analytical and problem-solving skills applied to improving business processes, reporting, and decision-making.\*\*

## Key Skills

- **Data Migration & ETL:** SQL Server, Power Query, M-AT, NPR, ETL Process Design, Data Modeling, Data Quality Management
- **Data Visualization & Business Intelligence:** Power BI (advanced, incl. dashboard design and data modeling for HP), Thoughtspot, KPI Development, Dashboard Automation
- **Data Validation & Quality Control:** Advanced Excel (data validation, automation), Data Cleansing, Performance Metrics
- **Systems & Tools:** Meditech, SAP, Salesforce, Business Intelligence, Database Optimization
- **\*\*Collaboration & Project Management:** Stakeholder Communication, Cross-functional Teamwork, Process Automation, User Training & Onboarding, Documentation (English & Spanish)-
- **Communication:** Professional working proficiency in English and Spanish; effective written and verbal skills

## Professional Experience

### Programmer Analyst

*Management Health Services — Medellín, Colombia*

*Feb 2024 - Present*

- Developed 15+ automated reports using M-AT and NPR, reducing manual reporting time by 60% for 200+ healthcare professionals
- Built 20+ SQL stored procedures, improving query performance by 40% and reducing error rates by 75%
- Architected consolidated dashboard integrating 8 data sources, cutting data preparation time by 70%
- Led system transition and trained 15 users, establishing data governance protocols and improving accuracy by 85%
- Collaborated with cross-functional teams to optimize healthcare data workflows

### Channel Data Specialist

*HP — Medellín, Colombia (Remote)*

*Jan 2022 - Nov 2023*

- **Developed and deployed Power BI dashboards** for sales, inventory, and executive reporting, providing actionable insights for Latin America operations - **Designed and implemented complex**

**data models in Power BI**, integrating multiple sources (SAP, Salesforce, Excel) and optimizing data refresh cycles - Automated ETL processes and reporting, reducing manual processing time by 87% and increasing accuracy by 95% - Managed Thoughtspot data for 8+ countries with 100% reporting accuracy - Led the preparation and delivery of recurring performance dashboards and business reports for management and cross-functional teams - Provided ad hoc analysis to support regional data-driven decision-making

### **Brokerage Associate**

*UPS — Medellín, Colombia*

*Sep 2020 - Jan 2022*

- Managed 200+ monthly shipments with 99% accuracy for UK market
- Developed automated tracking system, reducing processing time by 65%
- Streamlined ETL processes for 1,000+ transactions, achieving 40% faster processing times
- Maintained 98% client satisfaction while managing 50+ regular clients

### **Administrative Assistant**

*Servientrega CS — Barranquilla, Colombia*

*Feb 2016 - Apr 2017*

- Developed 12 KPIs, improving sales visibility by 30% across 5 regions
- Automated SAP data analysis, reducing reporting time by 75%
- Managed \$5M+ annual sales budget with 98% forecasting accuracy

## **Education**

### **Bachelor of Business Administration (BBA) in International Business and Finance**

Universidad Autónoma del Caribe — Barranquilla, Colombia

GPA: 4.4/5.0

## **Certifications**

- **Power BI Data Analyst Associate (PL-300)** – Microsoft (In Progress)
- Google Data Analytics – Google (2025)
- Business Intelligence (BI) Essentials – IBM (2024)
- SQL for Data Science – Coursera (2023)

## **Languages**

- English (Professional Working Proficiency)
- Spanish (Native)

## **Ongoing Professional Development**

- Currently deepening expertise in advanced Power BI features, including DAX, dataflows, and custom visuals, and active learning of APIs in .NET.
- Engaged in continuous learning of predictive analytics and machine learning for business applications

## **How My Experience Aligns with This Role**

**Realizar mantenimiento de atributos para todos los tipos de atributos después de la configuración inicial, incluyendo jerarquías verdaderas y falsas, así como controles de calidad**

## **de atribución (QC)**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

### **Gestionar el mantenimiento de atributos globales (por ejemplo, Brand Footprint) de acuerdo con los lineamientos globales**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

### **Generar y entregar bases de datos que traduzcan los requerimientos de los stakeholders en reportes y entregables claros.**

Collaborated with cross-functional teams to optimize healthcare data workflows

### **Dar soporte en procedimientos de procesamiento de datos relacionados con software de negocio**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

### **Administrar y mantener el acceso y los permisos de usuarios en My Worldpanel, incluyendo solicitudes de cambio, renombramientos de compañías y reinicio de contraseñas.**

Implemented sales and inventory dashboards for Latin America, reducing decision-making time by 40%

### **Colaborar con los equipos de atribución, codificación y reportes a medida para resolver consultas o incidencias de entrega.**

Developed 15+ automated reports using M-AT and NPR, reducing manual reporting time by 60%

### **Garantizar la calidad de los outputs, verificando que todas las ejecuciones estén correctamente registradas y entregadas a tiempo**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

### **Participar en iniciativas de mejora continua de procesos y documentación**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

### **Desarrollar conocimiento del mercado de consumo masivo y del manejo de atributos**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

### **Fomentar el aprendizaje continuo y la colaboración dentro del equipo**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

### **Título universitario en áreas como Ingeniería, Administración, Ciencias de la Computación o afines**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

### **Nivel de inglés intermedio (deseable)**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

#### **Conocimientos básicos de Excel (fórmulas avanzadas, tablas dinámicas)**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

#### **Habilidad analítica y atención al detalle.**

Implemented sales and inventory dashboards for Latin America, reducing decision-making time by 40%

#### **Excelentes competencias de comunicación escrita y verbal**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

#### **Experiencia en gestión de stakeholders y trabajo colaborativo con equipos regionales.**

Collaborated with cross-functional teams to optimize healthcare data workflows

#### **Capacidad para tomar decisiones oportunas con mínima supervisión**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

#### **Experiencia previa en roles de Coding, clasificación de productos o entrega de reportes (deseable).**

Developed 15+ automated reports using M-AT and NPR, reducing manual reporting time by 60%

#### **Conocimientos básicos en SQL, Power BI y Power Query (deseables).**

Built 20+ SQL stored procedures, improving query performance by 40% and reducing error rates by 75%

#### **Pensamiento analítico y orientación a resultados**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

#### **Proactividad y capacidad para resolver problemas**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

#### **Trabajo en equipo y colaboración**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

#### **Organización y cumplimiento de plazos**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

#### **Curiosidad intelectual y deseo de aprendizaje continuo**

Relevant experience demonstrated through data analysis, process optimization, and cross-functional collaboration in enterprise environments.

**Additional Notes (Optional)**

If there are requirements in the job description that are not directly evidenced above, I am actively developing transferable skills and have a strong record of quickly bridging knowledge gaps through self-directed learning and hands-on practice.