

RICARDO SILLER CÁRDENAS

COVER LETTER

Monterrey, México
June 17, 2024

[Receiver Name]

[Title]

[Company Name]

Dear [Receiver Name]

I am writing to express my interest in the Data Analyst position at [Company Name]. With a robust background in Business Consulting and Account Management spanning over 15 years, combined with my recent training in **Data Analysis**, I am excited about the opportunity to contribute to your team and drive data-driven decision-making processes.

Throughout my career, I have honed my analytical skills, particularly in **SQL**, **Python**, and **data visualization**. In my most recent role as an Account Manager and Digital Marketing lead at COLINSA, I managed over 60 commercial accounts, generating substantial revenue growth. I developed and implemented comprehensive sales data analysis, dashboards, and business intelligence reports that provided actionable insights, enhancing customer performance and retention.

My tenure at Eurochem International Corporation as a Commercial Director further solidified my expertise in strategic planning and commercial operations. I successfully designed and implemented sales strategies, KPI dashboards, and national key account management processes, resulting in a 20% increase in regional sales. These experiences have equipped me with a deep understanding of how to leverage data to drive business success.

In addition to my professional experience, I have pursued advanced education in Data Analysis, including a **Data Analyst Bootcamp** from TripleTen and a Business Intelligence Certificate focusing on **MySQL**, **Python**, and **Power BI**. These programs have enhanced my technical skills and prepared me to excel in a data-centric role.

I am particularly drawn to [Company Name] because of [specific reason related to the company or the role], and I am confident that my background, skills, and enthusiasm for data analysis align well with your needs. I am eager to bring my expertise in data storytelling, statistical analysis, and data visualization to [Company Name] and contribute to its continued success.

Thank you for considering my application. I look forward to the opportunity to discuss how my background, skills, and certifications can be of value to your team. Please feel free to contact me at your earliest convenience to schedule a discussion.

Sincerely,

Ricardo Siller Cárdenas

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