

RICARDO SILLER CARDENAS

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SUMMARY

Experienced professional with 15 years in Business Consulting and Account Management, seeking to transition to a career in Business Intelligence. Eager to leverage my Data Analysis skills such as SQL, Python, and data visualization to contribute to data-driven decision-making and generate valuable business insights.

WORK EXPERIENCE

Account Manager and Digital Marketing | COLINSA

2018 - 2024

- Managed over 60 existing commercial accounts which brought 500,000 MXP in monthly revenue, primarily retailers.
- Developed comprehensive sales data analysis, dashboards, data visualization and business intelligence, which provided actionable insights to enhance customer performance, retention, and revenue growth.
- Analyzed customer data to identify trends and opportunities, driving data-driven decisions.
- Led a digital marketing team in executing over 250 campaigns on platforms including Facebook and IG.
- Increased monthly revenue by 15% through targeted digital marketing strategies and improved account management.
- Skills Applied: Account management, sales data analysis, dashboard creation, digital marketing, team leadership.*

Commercial Director | Eurochem International Corporation

2017 - 2018

- Led commercial operations for the regional office from a transnational chemicals company.
- Designed the general commercial strategy, which consisted on sales processes, KPI's dashboards and national key account management. Established alliances in Ecuador and Peru for a joint venture project.
- Increased regional sales by 20% through strategic initiatives and successfully launched a CRM system.
- Skills Applied: Sales processes and strategy, joint ventures, key account management, team leadership.*

Product Conceptualization Consultant | 4S Real Estate

2016 - 2017

- Designed real estate projects based on market studies for developers, investors, and construction companies.
- Conducted and presented approximately 30 projects.
- Supported market research activities by gathering and analyzing data.
- Skills Applied: Real estate project design, market research, data analysis, data visualizations and project presentations.*

ACADEMIC EDUCATION

- 2013 - 2015 Master in Economics and Business Administration**
Copenhagen Business School | Copenhagen, Denmark
- 2012 - 2013 Master in International Business**
EGADE Business School | ITESM Monterrey
- 2005 - 2010 Bachelor in International Relations**
Tec de Monterrey | ITESM Monterrey

CONTINUING EDUCATION

- 2024 Data Analyst Bootcamp**
TripleTen | Practicum
- 2023 Financial Analysis Certificate**
AMI | Mexican Investment Asociation
- 2020 Business Intelligence Certificate: MySQL, Python and Power BI**
360 Careers

SKILLS MISC.

- English:** Advanced, C1 equivalent.
- Spanish:** Native speaking.
- SQL:** Basic queries, joins and aggregate functions.
- Python:** Data analysis libraries (Pandas and Matplotlib).
- Environments:** Visual Studio and Jupyter Notebook.
- Databases:** Familiar with MySQL and PostgreSQL.
- Excel:** Advanced; Proficient with Power Query, complex formulas and pivot tables for data analysis.
- Tableau:** Dashboard creation and calculated fields.
- Terminal and Command Line:** Proficient with Bash on Unix/Linux systems.
- Data Analysis:** Exploratory data analysis, data processing, statistical analysis.

ADDITIONAL EXPERIENCES

- BGA Business (2015-2016):** Business Analyst for a consulting firm specializing in the transport industry.
- CONFERIZE (2014-2015):** Customer Insights and Analysis for a tech start-up based in Copenhagen, Denmark.
- DAMAN Digital (2013-2014):** Business Model Consultant for a healthcare app developer based in Denmark.
- OECD (2013):** Summer Analyst Intern in Paris, France.
- LMW Media (2012-2019):** Freelance digital marketing service which offered Google and Facebook Ads for SMEs.