Leo Santos

Data Analytics | Business Intelligence | Reporting

P: (407)325-6280 | E: [leo.santos179@gmail.com](mailto:leo.santos179@gmail.com) | LI: [linkedin.com/in/leosantos179](https://www.linkedin.com/in/leosantos179/) G: [github.com/leosantos9](https://github.com/leosantos9)

# SUMMARY

Experienced Data Analytics professional with a proven record at leveraging data technology and analytics to drive process efficiency, business growth, and informed decision-making. Skilled in gathering requirements and collaborating with cross-functional teams, bridging the gap between business and technical stakeholders. A strong focus on maximizing insights and delivering impactful results through effective data analysis and strategic implementation.

# DATA STACK

SQL • Power BI • Alteryx • DAX • Power Query • Tableau • Advanced Excel • Power Platform • Power Apps • Python

# CORE COMPETENCIES

Business Intelligence • Project Management • Data Analysis • Data Modeling • ETL • Business Reports Finance • Marketing • Clinical •

Healthcare • Hospitality

# EXPERIENCE

Optum | Telecommute, FL (Jan 2022 – Present)

Sr. Data Analyst, Enterprise Reporting & Analytics

• Lead the development and implementation of data analytics solutions using Power BI, resulting in improved decision-making and operational efficiency.  
• Execute data engineering projects by transforming raw data into actionable insights through robust data modeling using advanced SQL skills to query and manipulate large datasets, leveraging data engineering expertise, advanced Alteryx capabilities to automate data workflows, and dbt to build and tweak models.  
• Utilize in-depth knowledge of healthcare data, including calls, sentiment, surveys, and utilization management/case management (UM/CM), to drive analytics projects.  
• Collaborate with cross-functional teams to identify key performance indicators (KPIs) and create interactive dashboards and reports.  
• Analyze complex datasets to uncover trends, patterns, and insights that inform strategic initiatives.  
• Manage data projects from inception to completion, ensuring timely delivery and quality outcomes.  
• Train other analysts on best practices in data analysis and Power BI usage.

Healthfirst NY | Telecommute, FL (Sept 2020 – Jan 2022)

Data Analyst, Strategic Business Analytics

* Led discovery meetings and requirement refinement sessions with business partners to understand complex needs across multiple domains in Medicare including pharmacy and enrollment and billing.
* Developed and implemented scalable ETL and automation processes utilizing various tools such as Alteryx Flows, Power Query, DAX, Python, and Tableau Prep to integrate and analyze diverse data sources.
* Proficiently created advanced queries and data models that facilitated data exploration and analysis, incorporating custom measures and time intelligence.
* Produced and communicated complex analyses, presenting actionable insights and recommendations to analytics and departmental leadership.

Hilton Corporate | Orlando, FL (June 2019 – Sept 2020)

Data & Innovation Manager, eCommerce

* Translated business requirements into innovative strategies and implemented solutions as per the needs, showcasing a keen understanding of business processes.
* Spearheaded the development of data analytics flows, technologies, and efficiencies to optimize day-to-day operations.
* Successfully led data connectivity and dashboarding initiatives, harnessing the capabilities of Microsoft 365, Power Automate, and Salesforce to drive enhanced data insights for leadership decision making and operational efficiency.
* Demonstrated expertise in creating dynamic dashboards and automating data processes across a range of platforms, including Tableau, MicroStrategy, Power BI, and Modern Excel (Power Query, DAX).
* Utilized a diverse skill set encompassing Excel Power Query, Power Pivot, VBA, Power BI, Alteryx, and Python Pandas for data processing and report automation.

Amadeus | Orlando, FL (Sept 2018 – June 2019)

Data Strategist, CRM

* Responsible for optimizing the performance of a hotel portfolio, with a primary focus on maximizing Return on Advertising Spend (ROAS) through the strategic utilization of the proprietary Customer Relationship Management (CRM) platform (GMS) in conjunction with various business intelligence (BI) tools, Google Analytics, CRS, and other relevant data sources.
* Developed and implemented a robust CRM data architecture and data capture strategy, ensuring efficient data collection and utilization.
* Proficiently designed and generated informative dashboards using BI tools, streamlining data analysis and decision-making processes through automated ETL techniques.
* Conducted thorough data cleansing and modeling processes, extracting valuable insights from customer data, surveys, and other relevant sources.
* Collaborated closely with paid search, social media, and other teams, integrating the CRM strategy seamlessly into broader marketing efforts for enhanced efficiency and effectiveness.

Amadeus | Orlando, FL (Feb 2015 – Sept 2018)

Paid Media Account Strategist – Enterprise Team Paid Media Account Strategist – Core Team

* Accomplished Senior Data Analyst with a proven track record in optimizing cross-channel paid digital media strategies for prestigious hotels across major US metro areas, resulting in substantial revenue growth and increased ROI.
* Successfully managed and executed digital media campaigns for high-profile hotels in NYC, Los Angeles, Boston, and other regions, with a total advertising spend of $2.5 million.
* Conducted comprehensive research to develop data-driven media plans, identifying target audiences, and allocating budgets for optimal performance.
* Integrated both short-term and long-term digital marketing strategies across multiple channels, including SEM, SEO, re-targeting, behavioral/contextual display, look-alike modeling, and specified placement targeting, leading to an increase in conversion rates.
* Leveraged BI tools to create interactive dashboards, providing actionable insights and automating data processing, resulting in a reduction in reporting time.

Amadeus | Orlando, FL (Oct 2012 - Feb 2015)

Sr. Digital Project Manager – Websites Digital Project Manager - Websites

* Accomplished professional adept at leading end-to-end website development projects with cross-functional teams, including designers, developers, and digital marketing analysts. Consistently delivered numerous award-winning websites, showcasing a strong commitment to excellence.
* Successfully managed and coordinated website development projects, ensuring seamless collaboration between the business community and technical teams, resulting in timely and high-quality project deliverables.
* Acted as a valuable liaison, bridging the gap between business stakeholders and technical teams, facilitating clear communication and alignment of project objectives.
* Established productive partnerships with internal teams to guarantee marketing deliverables met stringent timeline and compliance requirements, contributing to the achievement of 120% increase in on-time project completions.

<< Previous experience as project manager & media manager for consumer products 2007-2012>>

# EDUCATION

UCF - UNIVERSITY OF CENTRAL FLORIDA | Orlando, FL

Data Analytics & Visualization Certificate

UCF - UNIVERSITY OF CENTRAL FLORIDA | Orlando, FL

Bachelor of Science, Business Administration, Finance | Professor recommendations: quantitative methods SEVERAL ONLINE CERTIFICATIONS FOR CONTINUED EDUCATION

# CERTIFICATIONS – TRAINING

Alteryx Advanced Certification • Power BI (DAX, Power Query & Visualization) Certification • Tableau Certification • Continued SQL learning.

# OTHER INTERESTS

Do-it-yourself: home improvement, technology, data tools; documentaries: science, travel & ancient cultures; meditation

Leo Santos

Data Analytics | Business Intelligence | Reporting

P: (407) 325-6280 | E: [leo.santos179@gmail.com](mailto:leo.santos179@gmail.com) | LI: linkedin.com/in/leosantos179 | G: github.com/leosantos9

**SUMMARY**

Experienced data analytics professional with a proven ability to leverage data technologies and analytics to drive business growth, process optimization, and data-driven decision-making. Expertise in collaborating with cross-functional teams, bridging business and technical stakeholders, and delivering impactful insights through advanced data analysis and strategic solutions.

**TECHNICAL SKILLS**

* **Analytics Tools:** SQL, Power BI, Tableau, Alteryx, Python, Advanced Excel (Power Query, DAX, VBA)
* **Platforms & Frameworks:** Power Apps, Power Automate, Microsoft Power Platform
* **Data Processes:** ETL, Data Modeling, Reporting Automation, Data Visualization

**CORE COMPETENCIES**

Business Intelligence | Data Analysis | Data Modeling | Process Automation | Dashboard Development | Healthcare Analytics | Marketing Analytics | Project Management

**PROFESSIONAL EXPERIENCE**

**Optum | Telecommute, FL**  
*Sr. Data Analyst, Enterprise Reporting & Analytics*  
*Jan 2022 – Present*

* Spearheaded the design and implementation of advanced Power BI solutions, enhancing decision-making and operational efficiency.
* Engineered robust data models using SQL and dbt, transforming raw datasets into actionable insights.
* Automated complex workflows with Alteryx, reducing manual effort and optimizing processes.
* Delivered interactive dashboards and reports tailored to healthcare metrics, including call sentiment and case management performance.
* Collaborated with stakeholders to define KPIs and align analytics strategies with business goals.
* Mentored team members in advanced Power BI and data analysis practices.

**Healthfirst NY | Telecommute, FL**  
*Data Analyst, Strategic Business Analytics*  
*Sept 2020 – Jan 2022*

* Conducted requirement-gathering sessions to address complex needs across Medicare domains, including pharmacy and billing.
* Automated ETL workflows using tools such as Alteryx, Power Query, and Python, integrating diverse datasets for strategic analysis.
* Developed advanced data models and queries, enabling exploratory analysis and time-based intelligence.
* Delivered actionable insights to leadership through detailed reports and dynamic visualizations.

**Hilton Corporate | Orlando, FL**  
*Data & Innovation Manager, eCommerce*  
*June 2019 – Sept 2020*

* Translated business requirements into innovative data strategies, driving operational improvements and efficiency.
* Led dashboard development using Tableau and Power BI, enhancing leadership decision-making with real-time insights.
* Streamlined reporting processes with advanced tools, including Power Automate and Salesforce integrations.
* Developed scalable analytics workflows, leveraging Python and Alteryx to improve data accuracy and processing time.

**Amadeus | Orlando, FL**  
*Data Strategist, CRM*  
*Sept 2018 – June 2019*

* Optimized hotel portfolio performance, achieving higher Return on Advertising Spend (ROAS) through CRM and BI tools.
* Designed dashboards and automated ETL processes, enhancing data-driven marketing strategies.
* Partnered with marketing teams to integrate CRM insights into broader campaign strategies, boosting efficiency.

**Paid Media Account Strategist**  
*Feb 2015 – Sept 2018*

* Managed multi-channel paid digital media campaigns with $2.5 million in total ad spend, delivering significant ROI growth.
* Developed data-driven media plans and dashboards for actionable performance insights.

**Sr. Digital Project Manager**  
*Oct 2012 – Feb 2015*

* Directed award-winning website development projects, aligning technical and business teams to deliver quality outcomes.

**EDUCATION**

**University of Central Florida (UCF)** | Orlando, FL  
*Bachelor of Science in Business Administration, Finance*  
*Certificates:* Data Analytics & Visualization  
*Notable coursework:* Quantitative Methods, Business Intelligence Tools

**CERTIFICATIONS**

* Alteryx Advanced Certification
* Power BI Certification (DAX, Power Query, Visualization)
* Tableau Certification
* Advanced SQL Training

**ADDITIONAL INTERESTS**

Technology DIY Projects | Science & History Documentaries | Data Tools Exploration | Meditation Practices