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## LUIS CURIEL ROJAS – DATA ANALYST

Analytics & Data Specialist | Data Visualization | Process Improvement | Stakeholder Collaboration

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### CONTACT INFORMATION

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  - Windsor, ON Canada ▪ (705) 500-0893 ▪ Languages: English & Spanish
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### PROFESSIONAL SUMMARY

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- Analytical and detail-oriented professional with 5+ years of experience in administration, finance, and data analysis across retail and public sectors.
  - Skilled in Python, SQL, and data visualization libraries (NumPy, pandas, matplotlib, seaborn, Scikit-learn), with a proven track record of transforming raw data into actionable insights.
  - Delivered tools and reports that optimized operations, enhanced reporting accuracy, and supported strategic decision-making.
  - Collaborative problem-solver who thrives in cross-functional environments, contributing innovative ideas and structured approaches to drive measurable impact.
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### TECHNICAL SKILLS

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- Data Science Fundamentals: Data science principles, fundamentals of sampling, probability, survey modelling, data visualization, algorithm, and production
  - Machine Learning Fundamentals: Linear methods and classification, Data preparation and feature engineering, supervised and unsupervised Learning and model evaluation
  - Accounting software: QuickBooks, Sage 50, Salesforce, Thomson Reuters
  - Soft skills: Collaboration, Analytical Thinking, Problem Solving, Adaptability, Communication
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### WORK EXPERIENCE

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- Human Resources Assistant June 2022 – July 2025  
Canada Revenue Agency, ON, Canada
  - Streamlined high-volume recruitment workflows (4,000+ applicants) by managing centralized mailboxes, automating response templates, and accelerating issuance of assessment results and offer letters—enhancing candidate experience and reducing turnaround time.
  - Developed HR tools like the Return-to-Work spreadsheet and Staffing Dashboard by integrating user feedback and optimizing functionality, boosting data accuracy and cross-departmental decision-making.
  - Delivered technical training on Excel, mail merge, Access to Information Privacy documentation and Data housekeeping, while developing guides to extract analytics from VidCruiter and internal databases—empowering colleagues and promoting data literacy.
  - Supported regional initiatives by designing custom trackers and producing actionable analysis for projects like the Accounting Education Review and HRB Ontario Wellness Challenge—driving continuous improvement and stakeholder engagement.

- Accounting Clerk March 2022 – June 2022  
 Canada House Wellness Group Inc. New Brunswick, Canada
  - Managed the full accounting cycle for two affiliated entities, including a nonprofit, ensuring accurate journal entries, reconciliations, and financial reporting aligned with corporate and nonprofit standards.
  - Delivered timely month-end and year-end closings, enhancing audit readiness and enabling strategic financial decisions through reliable reporting.
- Local Tax Consultant December 2020 – April 2021  
 FBC, Barrie, ON, Canada
  - Scheduled and managed 100+ client appointments monthly during peak tax season, delivering personalized consulting to employees, entrepreneurs, small businesses, and farm owners.
  - Maintained accuracy and professionalism under tight deadlines, providing tailored guidance and clear communication that fostered trust and contributed to a 98% client retention rate.
- Finance – Inventory Control Associate September 2019 – December 2020  
 The Source, Barrie, ON, Canada
  - Designed and implemented an automated Excel-based aged inventory analysis tool by integrating Oracle reports with dynamic queries to categorize stock by age, enabling sales teams to identify slow-moving items, optimize purchasing, and reduce obsolete inventory losses.
  - Led a cross-store inventory reconciliation across 400+ retail locations, resolving transfer discrepancies, collaborating with store managers, and posting adjusting entries to improve data accuracy and financial reporting integrity

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## EDUCATION & CERTIFICATES

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- Data Science and Machine Learning Certificates July 2025 – Present  
 University of Toronto Data Sciences Institute
  - Developed Python programming skills with a focus on ethical practices, data manipulation, and visualization using libraries such as NumPy, pandas, matplotlib, seaborn, and plotly
  - Proficient in SQL for relational database management, including ingesting and querying flat-file datasets to support efficient, scalable data-driven solutions
- CS50's Introduction to Programming with Python October 2025  
 CS50 – Online Certificate
  - Writing, testing, and debugging Python code, working with functions, conditionals, loops, exceptions, regular expressions, and object-oriented programming to solve problems.
- Google Cybersecurity Certificate January 2023 – October 2023  
 Coursera – Online Certificate
- Diploma in Business - Accounting January 2018 – August 2019  
 Georgian College, Barrie, ON
- Bachelors in financial management August 2012 – May 2016  
 Monterrey Institute of Technology and Higher Education, Guadalajara, México