

Luis Miguel López Santamaría

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SUMMARY

Data Engineer with deep expertise in modern data architecture, cloud infrastructure, and scalable pipeline design. I specialize in building resilient, high-performance data ecosystems that empower analytics and business intelligence at scale. Leveraging a background in machine learning and data analytics, I bridge the gap between engineering and insight. Known for leading cross-functional teams, mentoring peers, and driving initiatives that enhance data quality, governance, and operational efficiency.

WORK EXPERIENCE

Data Engineer @ Fender Musical Instruments Corporation Sep 2023 - present

- Built and standardized scalable Redshift data models and automated ETL pipelines to unify fragmented data sources, ensuring consistent and timely delivery of customer and transactional data to analytics and downstream tools.
- Established documentation standards, data quality monitoring, and access management policies that improved reliability and collaboration across engineering and analytics teams.
- Led the initial development of a customer data platform (CDP) by centralizing sales and marketing platform data, enabling marketing teams to activate unified customer profiles and enhance campaign targeting capabilities.

Data Analytics Engineer @ Stori May 2022 - Sep 2023

- Developed and automated a data integration pipeline between Redshift and Braze, reducing campaign data delivery time by 40% and ensuring 100% data accuracy, enabling faster and more reliable marketing campaigns.
- Led accounting data reconciliation processes, building automated scripts to match internal records with invoices and ERP data, reducing manual work by 40% and improving reporting accuracy for finance teams.
- Streamlined data processes across multiple teams by developing dashboards, data pipelines, and automation scripts, resulting in a 20% reduction in ad-hoc data requests and faster decision-making.

Associate Professor @ Universidad de Guanajuato Jan 2022 - Jun 2022

- Teaching of subjects such as Operating Systems and Data Administration Systems in the computer systems engineering career.

Junior Back-End Web Developer @ CCSISTEMAS Desarrollo Digital Jul 2018 - Jul 2019

- Design and implementation of different web-based information systems. Actively participating in decision-making for the search for better performance.
- Design and manipulation of databases using the MySQL database manager. Using SQL for query building and data extraction.
- Implementation of various modules for information systems, as well as providing support to modules already implemented using programming languages such as PHP and Javascript.

PROJECTS

Design an Implementation of Search Methods by Similarity for Users of Social Media

Fondo Sectorial CONACYT-INEGI, project number: 290910

Developed a data pipeline to collect and analyze Pinterest content using NLP, ResNet-50, and machine learning models for demographic prediction.

EDUCATION

2021 M.S. in Electrical Engineering and Computer Engineering @ **Universidad de Guanajuato**

2018 B.S. in Computer Systems Engineering @ **Universidad de Guanajuato**

SKILLS

Technical Skills	Python, SQL, C, C++, dbt, Airflow, AWS (Redshift, S3, Glue, Lambda, MWAA), Terraform, Git, Docker, REST APIs, GraphQL, Pandas, NumPy, PySpark, Machine Learning (scikit-learn), Data Modeling, ETL/ELT Pipelines, Data Warehousing, Data Governance
Soft Skills	Team Leadership, Cross-functional Collaboration, Problem Solving, Communication, Mentorship, Adaptability, Strategic Thinking, Continuous Learning
Languages	Spanish (Native), English (Professional Proficiency), Italian (Elementary)