

MAGDALENA MARTINEZ GONZALEZ

Seattle, Washington | [linkedin](#)

WORK EXPERIENCE

Trax Retail

Data Specialist

Monterrey, México

August 2021 – April 2023

- Designed and implemented a store scoring solution for a leading spirits and wine company to track brand presence and compliance across 2,500+ outlets, utilizing SQL, Python, and in-house visualization tools. This success resulted in a contract extension and renewal worth \$500K dollars.
- Led a team of 3 engineers for a year-long, four-phase overhaul of legacy infrastructure for a major Coca Cola distributor, focused on store-scoring, shelf space tracking, and display compliance across 1,000 stores using SQL and Tableau. Managed client expectation, scoping, and timeline definition.
- Documented an internal REST API for legacy projects handling 250K weekly records, maintaining legacy systems with clean, compliant promotional data management, ensuring data integrity, and reducing the frequency of data updates from weekly to monthly.
- Functioned as a subject matter expert on API integration, supporting clients on ETL operations, addressing concerns, and offering tailored solutions. This resulted in successful API implementations, efficient data operations and strengthening client relationships.

Base22 LLC

Business Operations & Compliance Consultant

Monterrey, México

April 2021 – July 2021

- Facilitated company-wide decision-making for staffing management by developing a dashboard with key KPIs, including billable resource utilization, project prioritization, and future capacity planning. This was utilized by C-level management and provided insights for both the sales and finance teams.

Business Analyst

June 2019 – March 2021

- Implemented a new HR platform to support administrative tasks by gathering requirements, assessing change impacts and risks, and designing and conducting training sessions for 80+ employees to ensure seamless adoption and utilization.
- Designed and implemented 20 new processes and KPIs for the Human Resources department by guiding a team of 6 executives in diagnosing areas of improvement, resulting in the creation of corporate policies and the restructuring of the HR team responsibilities.
- Internally scoped and launched a new project-tracking platform within 3 months by working cross-functionally with 15+ employees in marketing, sales, finance, and delivery teams; gathering requirements and managing stakeholder priorities.

EDUCATION

University of Washington – Michael G. Foster School of Business

Seattle, WA

Master of Science in Business Analytics

June 2024

Tecnológico de Monterrey

Monterrey, México

Bachelor of Science in Business Informatics.

December 2019

DATA ANALYTICS PROJECTS

Service Desk Ticket Analysis

2024

- Led a team of 6 data analysts on a 10-week consulting project for a data cloud services company, overseeing stakeholder management, client expectation alignment, project scoping, monitoring, and successful, on-time delivery.
- Implemented a Logistic Regression Model to predict service tickets' SLA compliance based on factors like category, queues, user, and priority, achieving an average accuracy of 73%. This model highlighted key factors behind out-of-SLA tickets and serves as a foundation for future analysis.

SKILLS

- Languages: Fluent in Spanish and English
- Technical: Tableau, SQL, Excel, Python(Pandas, NumPy), R, JSON, REST API, JIRA, Confluence, Git