Maira

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Professional Summary

Tech-savvy Virtual Assistant and Data Analyst with 7+ years of combined experience delivering executive support, social media operations, automation, and advanced data analysis. Skilled in Python, SQL, dashboarding, and machine-learning forecasting. Proven at reducing manual work through automation and turning data into actionable business insight.

Core Skills

Inbox & Calendar Management

Client Communication   Content Scheduling

Canva & AI Captions   Python (pandas)   SQL

Dashboards & Visualization   ML Forecasting

Zapier & Automations   Notion, Asana, Trello

AWS / DevOps

Education

Master's Degree — Completed 2024
Associate Degree (ADS) — 2019–2022
Intermediate — 2017–2019

Contact

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LinkedIn: [mayra-m](#)

Professional Experience

M5 — Data Analyst & Product Manager

Jan 2020 – Dec 2023

- Led end-to-end data projects including ingestion, cleaning, ETL, analysis, and visualization using Python & SQL.
- Built automated reporting pipelines, reducing manual reporting time by ~70%.
- Developed machine learning forecasting models for demand planning and inventory management.
- Coordinated cross-functional initiatives across product, marketing, and operations.
- Implemented data-driven strategies to optimize product performance and operational efficiency.
- Collaborated with teams to translate business needs into actionable data insights and product improvements.

Freelance / Part-time Virtual Assistant

2019 – Present

- Executive assistance: inbox & calendar management, travel booking, meeting prep.
- Social media operations: editorial calendars, scheduling, weekly analytics reporting.
- Automations & dashboards: Zapier flows, Google Sheets automation, Notion setups.
- Ad-hoc data analysis and client reporting for founders and small teams.

Selected Projects

Automated Weekly Reporting

Built Python + Google Sheets + Zapier pipeline to automatically clean and email weekly performance summaries. Saved client ~6 hours/week.

Social Media Ops & Analytics

Created an editorial calendar and scheduling process that improved engagement by 20% and increased posting consistency.

Inventory Forecasting

Cleaned sales data and implemented forecasting model to reduce stockouts by 40% and lower emergency costs.