

# MARC DE LA CRUZ DATA SCIENCE MAJOR



# PROFESSIONAL EXPERIENCE

October 2019 - •

#### **DATA ANALYST**

at Waterford.org

▼ Sandy, UT

As a Data Analyst, I am tasked with maintaining the integrity and structure of data as it enters our system through proprietary ETL workflows that I have designed. I am also tasked with designing dashboards for easy data consumption for both internal/corporate use and external/customer use. In my short time as a Data Analyst, I have picked up various skills for both the aggregation and presentation of data. These skills include:

- · Data structure and organizational modeling
- Data presentation through web-design, mobile app development, and graphic design work with an emphasis on User experience and User Interaction

#### February 2017-October 2018

#### MARKETING SPECIALIST

at Waterford.org

▼ Sandy, UT

As a Marketing Assistant, I worked extensively with the Sales, Marketing, and Product team.

I was able to re-design the company Youtube channel to be SEO optimized, as well as reach over 70 million page views.

I am also head of all market research and competitive analysis work. I was also able to work extensively with Hubspot and other Marketing Software. I was able to help complete the integration of Hubspot, Salesforce, and LuckyOrange to optimize lead data.

I have also segmented the customer list in order to provide valuable data insights for executive board members.

I also completely re-designed lead-qualification funnel and website lead generation form.

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As a student, I have held a part-time professional job for the past 2 years. I have been able to quickly pick up skills within the business and technlogoy space. I was able to quickly learn Marketing Analytic tools such as Hubspot, SEMRush, and BuzzSumo. I have learned many technical skills such as web-design using CSS and HTML, C# programming for Windows Form applications as well as Xamarin Applications, lead funnel automation and tracking through various analytic tools such as LuckyOrange, and many other professional tools. I believe that I can use my experience to help improve any organization that I am a part of.

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### PROFESSIONAL SKILLS





#### **EDUCATION**

# 2017 - 2021

#### **BUSINESS INTELLIGENCE SYSTEMS**

at Utah Valley University

♥ Orem, UT

Enrolled in the Honors Program as of the Spring 2018 semester.

Participating in the Center for Advancement and Leadership as of 2018.

Expected to graduate in 2021 with High Honors in the Business Intelligence Program with a minor in Machine Learning.

- Multicultural Student Council 2018-2019
- Center for Advancement of Leadership LEAD cohort 2018-2020
- Honors Program 2017-Present

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## CONTACT

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marcdlc56@gmail.com

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+1 801-634-8072

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https://www.linkedin.com/in/marc-d-46a456133/

Adobe Photoshop
Adobe Indesign
Premiere Pro
MS Excel
MS Word
Adobe Illustrator

Dreamweaver
Hubspot
Salesforce
SEMRush
CSS/Html



English Spanish

