MARC
DE LA CRUZ

DATA ANALYST AND
BUSINESS INTELLIGENCE STUDENT

PROFESSIONAL EXPERIENCE

October 2019 - Present

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 ETL workflows that are designed to maintain strong data integrity. 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 Specialist, 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 was also head of all market research and competitive analysis work. I was able to work extensively with Hubspot Salesforce, and other Marketing CRM's and tools. I was able to help complete the integration of Hubspot, Salesforce, and LuckyOrange to optimize lead data entry as well as the qualification of leads as they entered our funnel.
I was also able to create dashboards and reports for our 2017-2018 Fiscal Year data designed for executive use.
I also completely re-designed lead-qualification funnel and website lead generation form.

EDUCATION

2017 - 2021

BUSINESS INTELLIGENCE SYSTEMS
at Utah Valley University

📍 Orem, UT

Enrolled at Utah Valley University as of Fall 2017.
Enrolled in the Honors Program as of Spring 2018
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-Present
- Center for Advancement of Leadership LEAD cohort 2018-2019
- Honors Program 2017-Present

CONTACT

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WHY ME?

As a student, I have held a part-time professional job for the past 3 years. I have been able to quickly pick up skills within the business and technlogy space. I was able to quickly learn Marketing Concepts such as Comnpetitive Analysis, Lead Funnels, Drip Campaigns, and PR Strategy. 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 CRM's such as Hubspot and Salesforce, Data Warehousing with an emphasis on Data Integrity and corporate reporting, Dashboard and Report Design for executive use. I believe that I can use my experience to help improve any organization that I am a part of.

PROFESSIONAL SKILLS

Marketing

Business Intelligence

Skill	Rating
Adobe Photoshop	● ● ● ● ●
Adobe Indesign	● ● ● ● ○
Premiere Pro	● ● ● ● ●
MS Excel	● ● ● ● ●
Power BI	● ● ● ● ○
SQL	● ● ● ○ ○
Python	● ● ● ○ ○
Hubspot	● ● ● ● ○
Salesforce	● ● ● ● ○
C#	● ● ● ○ ○
CSS/Html	● ● ● ○ ○

LANGUAGES

Language	Rating
English	● ● ● ● ●
Spanish	● ● ● ○ ○