

# MARINA UYEDA



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## PROFILE

With over 4 years of experience spanning management, negotiation, and data analysis, I have evolved from overseeing data operations to excelling in dashboard development and business intelligence (BI).

My journey reflects a deepened commitment to leveraging data for strategic decision-making and operational improvement. As a data analyst, I aim to drive significant business outcomes by translating data insights into actionable strategies.

## SKILLS

- **Data Visualization:** Microsoft Power BI, Google Looker Studio
- **Data Manipulation and Analysis:** Excel, Google Sheets, Power Query, DAX, M Language
- **Programming:** SQL, Python
- **Leadership & Management:** decision making, conflict resolution, cross-functional collaboration

## PROJECTS

### Settlement Council Project

Data Coordinator | August 2021 - Present

- Led a 5-person data team to verify processes and produce significant KPIs, showcased on dashboards using Google Sheets and Looker Studio. Utilized Power BI to redefine and track KPIs for settlement council initiatives, significantly boosting conversion rates.

### Compensation Projects

Data Coordinator | August 2019 - Present

- Managed a 5-person data team to ensure data integrity. Leveraged Looker Studio to generate insights and map processes for high-level stakeholders.

## EDUCATION

B.S. | Law

Escola de Direito de São Paulo da Fundação Getulio Vargas (FGV Direito SP)

January 2008 - January 2013

### Relevant courses:

- Data Analytics | Xperiun
- Intermediate programming | Asimov Academy
- Specialization in Leadership and Management | Harvard Business School Online

## WORK EXPERIENCE

### Associate | Senior Data Analyst

Faleck & Associados

August 2019 - Present

- Expert in negotiation and mediation for complex compensation programs, with a strong background in team and process management, and stakeholder engagement.
- Proficient in process mapping, data integration, and creating insightful BI dashboards with Google Looker Studio and Power BI.

### Content Producer

Clipping CACD

January 2017 - August 2019

- Developed educational material aimed at candidates preparing for the diplomatic career exams, covering key areas such as international relations, current global issues, and diplomatic protocol.

## CERTIFICATIONS

- English: CPE (2009) and IELTS (2019)
- Spanish: DELE C2 (2013)
- French: DELF B2 (2011)
- Japanese: N5 (2022)