

MARINA UYEDA

SENIOR DATA ANALYST



Brazil

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SKILLS

- **Data Visualization:** Microsoft Power BI, Google Looker Studio

- **Data Manipulation and Analysis:** Excel, Google Sheets, Power Query, DAX, M

- **Programming:** SQL, Python

- **Leadership & Management:** Decision making, conflict resolution, cross-functional collaboration

LANGUAGES

Portuguese Native

English Fluent | C2

Spanish Proficient | C2

French Advanced | C1

Japanese Beginner | A1/A2

PASSIONS

Board games

Cats

SUMMARY

Senior Data Analyst with over 4 years of experience in data analytics, business intelligence (BI), and dashboard development. Demonstrated ability to lead transformative projects that drive strategic decisions and operational excellence through innovative data analysis and visualization. Expert in turning complex data sets into actionable insights, enhancing decision-making processes and operational efficiency. Proficient in Power BI, Google Looker Studio, SQL, and Python, committed to team leadership and fostering a culture of data-driven decision making.

PROFESSIONAL EXPERIENCE

Associate | Senior Data Analyst

Aug/2019 to Present

Faleck & Associados | Brazil | Remote

- 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

Jan/2017 to Aug/2019

Clipping CACD | Brazil | Remote

- Developed educational material for candidates preparing for diplomatic career exams, focusing on international relations, current global issues, and diplomatic protocol.

KEY PROJECTS

Compensation Projects: Progressed from Data Analyst to Senior Data Analyst, leading a 5-person team. Achievements include:

- Enhanced data integrity across 40,000+ cases, establishing strong problem-solving skills.
- Launched critical dashboards in 2023, improving project management and enhancing communication with senior leadership, fostering stakeholder trust.

Settlement Council Initiative: As Senior Data Analyst:

- Overhauled KPI tracking, boosting acceptance rates from 2.2% to 33.5% within a year through strategic dashboard use with Google Sheets, Looker Studio, and Power BI.
- Directed a project that achieved a 22.6% acceptance rate over two months, significantly improving conversion rates under pressure.

EDUCATION

Specialization in Leadership and Management
Harvard Business School Online

Mar/2021 to Jun/2022

Bachelor of Law
Escola de Direito de São Paulo da Fundação Getulio Vargas (FGV Direito SP) | Brazil

Jan/2008 to Jan/2013

Relevant courses:

- Python Starter
Asimov Academy Mar/2024 to Apr/2024
- Training in Data Analysis
Xperiun | Data Analytics Jan/2024 to Present