

# 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:** 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

- Since 2023 as Senior Data Analyst, boosted acceptance rates from 2.2% to 33.5% in a year and achieved 22.6% in a parallel two-month project, through strategic dashboards and leadership.

### Compensation Projects

Data Coordinator | August 2019 - Present

- Progressed from Data Analyst to Senior Data Analyst, now leading a 5-person team. Enhanced data integrity for 40,000+ cases and drove key dashboard initiatives in 2023 to boost reliability and stakeholder trust.

## 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
- 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)