

INGRID MARTINEZ MARTINS

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[LinkedIn Link](#) | [Portfolio](#) | Fully Eligible to Work in Ireland

BUSINESS ANALYST | DATA ANALYST | ACCOUNT MANAGEMENT | BUSINESS OPERATIONS

Highly analytical and results-driven professional with a solid foundation in Business Administration and current studies in Data Science. Bringing a strong background in account management, sales, and business operations, I excel at leveraging data-driven strategies to enhance performance and drive revenue. Proven success in generating over R\$800,000 in monthly revenue and securing contracts worth R\$200,000+, utilizing tools such as SAP, Power BI, and HubSpot for optimization, risk management, and process improvement. My expertise includes market and customer insights, financial analysis, and cross-functional collaboration, all geared towards informed strategic decision-making.

TECHNICAL SKILLS:

- Data Analysis & Visualization: Power BI, SQL, Looker, Metabase, Excel
- CRM & ERP Systems: HubSpot, SAP
- Programming: Python
- Collaboration Tools: Microsoft Office Suite, Teams, Slack, Zoom, Google Workspace, GitHub

SOFT SKILLS:

- Data-Driven Decision Making
- Problem-Solving
- Strategic Planning
- Cross-functional Collaboration
- Project Management
- Client Relationship Management
- Proactive Communication
- Adaptability

EDUCATION

Data Science Student | DNC, Brazil | Aug 2024 - In progress (NFQ level 7)

- Actively developing proficiency in SQL, Metabase, Power BI, Python, and Machine Learning techniques for data analysis.
- Applying theoretical knowledge to practical projects in data collection, analysis, and interpretation, focusing on extracting actionable insights for strategic decision-making and product optimization.

Bachelor's Degree in Business Administration | [UNIFACS](#), Brazil | Jan 2016 - Aug 2019 (NFQ level 8)

CERTIFICATIONS / PROFESSIONAL TRAINING

- **Data Cleaning and Organization with Python** | DNC, online - 2025
- **Classification and Regression in Machine Learning** | DNC, online - 2025
- **SQL for Data Analysis** | DNC, online - 2025
- **Data Analysis with Python** | DNC, online - 2025
- **Market Intelligence** | DNC, online - 2024
- **Introduction to Data Analysis** | DNC, online - 2024

- **Data Analysis with Excel and Power BI** | DNC, online - 2024
- **Introduction to Linear Regression Model** | DNC, online - 2024
- **English Course** | ICOT, Dublin - 2024
- **Agile Methodologies** | FGV, online – 2021
- **Customer Experience Fundamentals** | Track.co, online – 2021

CAREER BACKGROUND

Barista | [Costa Coffee](#), Kilkenny, Ireland | Oct 2024 - In progress

- Provided exceptional customer service in a high-volume environment, handling diverse orders and ensuring customer satisfaction through efficient and friendly interactions.
- Managed a high volume of drink preparation (barista duties), demonstrating efficiency and precision to meet customer demands during peak hours.
- Successfully resolved customer inquiries and minor issues, ensuring a positive experience and maintaining brand reputation.

Key Account Manager | [Cobli](#), São Paulo, Brazil | Jun 2022 - Apr 2023

(IT Services - Leading Fleet management digital platform)

- Developed a deep understanding of clients' business needs and aligned the company's offerings accordingly.
- Identified and pursued opportunities for upselling, cross-selling, and new business development within existing accounts.
- Worked with clients to implement long-term strategic goals, fostering mutually beneficial partnerships.
- Collaborated with internal teams, including sales, marketing, and product development, to deliver client solutions.
- Provided feedback and insights to internal stakeholders to help improve products and services based on client feedback.
- Monitored key account performance metrics and reported on progress and potential risks to senior management.
- Prepared regular reports on account activity, forecasts, and opportunities to improve performance.
- Negotiated contracts and pricing agreements with key clients, ensuring a win-win outcome.
- Managed contract renewals and ensured compliance with terms and conditions.

Key Achievements:

- *Closed R\$200,000+ in contracts by leveraging data insights and strategic client engagement.*
- *Led the team in active deals and pipeline management, overseeing 11 clients in just 7 months.*
- *Contributed to developing a new vertical by analysing market needs and client feedback.*

[Gerdau](#), | Salvador, Brazil

(Global Steel producer)

Sales Specialist | May 2019 - May 2022

- Proactively identified new sales opportunities by prospecting, networking, and engaging with potential clients.
- Presented and demonstrated the company's products and services to clients, tailoring solutions to their needs.
- Closed sales deals, ensuring that all contractual and pricing terms were negotiated effectively.
- Maintained and developed strong relationships with existing clients to maximise sales opportunities.
- Provided ongoing customer support, addressing their concerns and ensuring they were satisfied with the product or service.
- Collaborated with the sales and marketing teams to create and implement strategic sales plans.
- Contributed to setting sales targets and developing action plans to achieve them. Monitored and analysed sales performance metrics to track progress towards targets.
- Prepared and submitted sales reports and forecasts to management, providing insights into sales trends and areas for improvement.

Key Achievements:

- *Successfully drove R\$800,000 in average monthly revenue through effective portfolio management and sales strategies.*
- *Reduced delinquency to 5%-15% by applying data-driven credit and risk management techniques.*
- *Contributed to the company's pricing strategy by analysing competitive market data.*

Administrative Analyst | Nov 2015 - Apr 2019

- Optimized operational efficiency by analysing existing workflows and implementing process improvements in purchasing, inventory, and finance.
- Managed compliance and successful audits, leveraging detailed analysis of regulatory frameworks to mitigate risks.
- Led cross-functional environmental, health, and safety programs, demonstrating project management and large-scale coordination capabilities.
- Coordinated procurement and vendor management, conducting cost analysis and process optimization for supplier contracts and purchases.

Key Achievements:

- *Optimised procurement and inventory processes, improving operational efficiency across the unit.*
- *Successfully managed compliance and audit procedures, ensuring adherence to regulations.*
- *Led key health and safety initiatives, improving EHS practices and reducing operational risk.*

Co - Founder | Viver Natura, Salvador, Brazil | 2017 - 2020

(Natural Products Distributor)

- Developed and executed business strategy, including market analysis and competitive positioning for natural product distribution.
- Managed full operational cycle, overseeing budgets, sales forecasting, and supply chain to ensure sustainable growth.
- Analysed customer feedback and sales data to identify opportunities for product/process improvements and market expansion.
- Led marketing campaigns and customer engagement initiatives**, leveraging insights to drive brand recognition and sales.

Key Achievements:

- *Launched two retail stores and expanded the business into new regions, increasing customer base and revenue.*
- *Grew customer engagement through strategic marketing campaigns, contributing to brand recognition and sales.*
- *Maintained sustainable growth by managing budgets, forecasting sales, and optimising operations.*

Internship Sales | Gerdau, Salvador, Brazil | Feb 2015 - Oct 2015

Internship Sales | [Unilever](#), Salvador, Brazil | Jan 2014 - Jan 2015

Internship in administrative routines | Shopping Barra, Salvador, Brazil | Feb 2013 - Aug 2013

Waitress | Outback Steakhouse, Salvador, Brazil | Sep 2012 - Dez 2013

ADDITIONAL INFORMATION

- **Languages:** Portuguese (Native) | English (Full Professional Proficiency)
- **AIESEC Volunteer (3 years):** Contributed to youth development through teamwork, leadership, and international exchange programs.

References Upon Request