




Macarena Videla

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Summary

Aspiring Data Analyst with experience in data visualization, project coordination, and team leadership. Proficient in SQL, Power BI, and Python, currently pursuing a Technical Degree in Data Analysis at UBA. Proven track record leading educational tech initiatives, applying agile methodologies, and generating data-driven insights for strategic decisions. Passionate about transforming complex information into actionable solutions and contributing to people-centered, innovative projects. Inspired by the belief that behind every great idea or product, it's people—and teamwork—that make the dream a reality.

Certifications

- STEM Tools Program, UTN — Agile Methodologies, Python, SQL, Big Data
 - Database Fundamentals, UTN — Oracle, SQL
 - Prompt Engineering, UBA — AI, LLMs
 - Data Analytics, Coderhouse — SQL, Power BI, Data Visualization
 - Product Manager Program, UNSAM — Discovery, Roadmap, Business Goals
 - Intro to Project Management, UNSAM — Project Metrics & Performance
 - Future Leaders Program, AIESEC — Leadership & Teamwork
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Academic Background

Technical Degree in Data Management & Analysis for Organizations

University of Buenos Aires | Expected: July, 2027

Bachelor's Degree in Political Science

University of Buenos Aires | 10 courses remaining

Skills

- Project & Team Management: Agile, Scrum, Delivery Tracking, Team Coordination
- Soft Skills: Leadership, Mentorship, Workshop Facilitation
- Programming: Python, JavaScript, SQL, HTML/CSS
- Data Analysis & Visualization: Power BI, Excel, Data Storytelling
- Tools: GitHub, VS Code, Notion, Trello, Google Suite

- Spanish (Native)
- English (Upper-Intermediate – B2)
- Italian (Elementary – A2)

Work Experience

Programming Tutor

Talento Tech - Government of the City of Buenos Aires - April 2022 – Present

- Led coding workshops (HTML, CSS, JavaScript, Python) for 1,000+ students.
- Created dashboards to track student and team performance.
- Implemented Scrum practices, improving delivery success by 70%.
- Promoted gender inclusion through “Women in Tech” campaigns.

Shift Manager

River Plate Vaccination Center - Government of the City of Buenos Aires - December 2021 - March 2022

- Managed a team of 30+ staff, ensuring smooth operations and KPI compliance.
- Led incident reporting and internal communications for process improvement.

Administrative Assistant

River Plate Vaccination Center - Government of the City of Buenos Aires - April 2021 - November 2021

- Processed documentation and incident resolution, maintaining citizen satisfaction and service continuity.
- Produced daily summaries of operational challenges and resolved issues collaboratively.

Advertising Producer & Sales Representative

Radio del Sur - 2012 - 2020

- Managed client relationships and led advertising campaigns.
- Coordinated creative production and negotiated contracts.

Volunteer Work

International Volunteer Coordinator – AIESEC

- Coordinated incoming international projects and managed volunteer teams.

Workshop Leader & Teacher – Fundación Creando Futuro

- Planned and taught literary workshops and provided academic support for youth.