Norberto
Ruiz Rodríguez

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I am an assertive, creative, and highly motivated professional. My dual academic background allows me to adopt a hybrid perspective, combining statistical analysis with a deep understanding of social and economic phenomena. Data Analysis has become the core of my professional development, which is why I have dedicated the past months to expanding my technical training.

APTITUDES

- **Software estadístico y Data Analysis**
  Stata, Pentaho, RapidMiner, SPSS, Weka, Gretl
- **Lenguajes de Programación**
  Python, R, SQL, CSS, HTML, Java
- **Herramientas de visualización**
  Power BI, Tableau
- **Paquete Microsoft Office**
  Excel, Word, Power Point, Access
- **Sistemas CMS**
  Wordpress, Drupal, Notion
- **Herramientas de creación de contenido**
  Premiere Pro, Cubase, Audition, Ableton, Pro tools, Photoshop, Illustrator

EDUCATION

- **Master's Degree in Economics and Development**
  Universidad de Sevilla
- **Master's Degree in Applied Sociology**
  Universidad de Málaga.
- **Bachelor's Degree in Bussiness Administration and Managment**
  Universidad de Sevilla.

ADDITIONAL TRAINING

Technical Skills

- **Professional Certificate Data Science** | 2025 | IBM
- **Artificial Intelligence & Big Data Programming in 5G Environments** | 2025 | Vodafone
- **SQL Course** | 2024 | Datahack
- **Data Analysis & Visualization with Excel and Power BI** | 2024 | bilib
- **R Applied to Teaching and Research in Economics** | 2024 | Universidad de Granada
- **Business Intelligence & Big Data Analytics** | 2022 | Universidad Internacional de Andalucía

Sociology & Communication

- **Malaga Social Sourvey Training Seminars**
  Centro de Investigaciones Sociales de Andalucía | 15h
- **Emotional Analysis of Social Phenomena**
  Centro de Estudios Andaluces | 25h
- **Global Education: The Human Rights Dimension**
  Council of Europe | 40h
- **Euromediterranean Intercultural Trends**
  Anna Lindh Foundation | 30h
- **Next Level Coaching**
  Erasmus+ Hungría | 60h

Work Experience

RISK ANALYSIS & MONITORING | Caja Rural del Sur, Seville, ES. | 2023 |
Observation, analysis, and synthesis of financial data to support strategic decision-making.

- Monitoring financial indicators: liquidity, solvency, and market exposure analysis for key clients.
- Preparation of executive longitudinal reports: time series design and analysis for major accounts, integrating financial metrics (ROE, EBITDA, debt ratio) with socioeconomic variables (sector context, regulatory impact, demographic trends).
- Recommendations on process automation: proposed *Python (Pandas, NumPy)* scripts to streamline repetitive tasks in adjacent departments

DATA INGESTION & MANAGEMENT | INE, Instituto Nacional de Estadística, Málaga, ES. | 2022 |
   Supported ingestion, validation, and management of statistical data in official processes.

- Electoral data management under pressure: manual ingestion and validation of postal vote requests in GEISER during Andalusian Elections 2022, ensuring traceability and accuracy under critical deadlines.
- Critical review of statistical methodologies on INE's website, detecting inconsistencies in collection and validation criteria. Officially adopted changes.
- Processing and reviewing official documents using OCR scanning.

WEB DESIGN & COMMUNITY MANAGER FREELANCE | Remote |2018/2022|
   Developed digital strategies based on data analysis to optimize content.

- Designed and managed WordPress and social media communication plans for 3M Instalaciones and Feníe Energía, using impact metrics to segment and optimize messages. Automated email and social campaigns with MailChimp and Hootsuite. Produced multimedia content with *Adobe Creative Suite*.
- Conceptualized, designed, and produced an electoral campaign video for SIAT, based on strategic competitor analysis. Created with *Adobe Premiere and After Effects*.
- Designed and executed awareness campaigns at the University of Seville Student Council.
- Scripted and produced a micro-documentary for the NGO Economists Without Borders.

RESEARCHER | Centro de Estudios Andaluces | Remote | 2022 |
   Documentation and qualitative-quantitative triangulation in text processing.

- Transcribed and provided historical contextualization of a manuscript, building a comprehensive theoretical framework from primary sources: archives, unpublished correspondence, historical press.
- Text coding and analysis with *Atlas.ti*, identifying thematic patterns using semantic codes.
- Research results published in the "Blas Infante Library" collection by Fundación Centro de Estudios Andaluces.

STOCK MANAGEMENT
Diveralia, Seville, ES | 2017 |

Managed and optimized product stock in retail through digital tools.

- Consolidated online and in-store sales.
- Performed sales data analysis in Excel to maintain updated inventory.
- Implemented automated formulas for restocking alerts.
- Developed a coding system to improve goods tracking and storage.

DIGITAL LITERACY
Caminar preguntando / Cruz Roja. Seville, ES | 2018 |

Designed and implemented digital and audiovisual literacy programs for youth and families.

- Conducted workshops on responsible internet and social media use.
- Taught basic programming and digital tools.
- Adapted communication strategies in collaboration with parent associations.
- Created educational materials on parental controls and misinformation in digital environments.

Other Information
- **Advanced English B2 |** B1 Cambridge.
- **Driving License B |** Own Vehicle.