Paolo Vasta

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PERSONAL STATEMENT

Passionate and curious data analyst with a keen eye for detail, strong technical background, and the ability to translate complex concepts into accessible insights. Recently completed a Data Analyst bootcamp with Generation UK & Ireland, gaining practical knowledge and experience with SQL, Python, data visualization, and Power BI. My extensive professional experience in multi-cultural teams and living across three continents makes me an excellent communicator and flexible worker with strong work ethics. I'm looking for data analyst opportunities in forward-thinking organizations to move quickly into a senior role in data analytics.

KEY SKILLS

- Skilled in **teamwork** and **communication** demonstrated over 20+ years in professional and different cultural environments.
- **Detail oriented**, out-of-the-box thinker, always looking for ways to improve processes and tool usage for better efficiency and increased results.
- **Presentation & training**: delivered engaging product presentations and marketing courses at global corporate and client events, earning recognition as an awarded presenter and trainer. Skilled in **story-telling** using dashboards. Native Italian speaker, fluent in English and German.
- **Databases and SQL**: RDBMS fundamentals and intermediate SQL skills such as data cleaning, joins, subqueries, aggregate functions, normalization, and star/snowflake data models.
- **Python**: Importing and cleaning data, plotting charts and usage of packages such as numpy, pandas, missingno, datetime, thefuzz, recordlinkage and matplotlib.
- **Excel** and **Power BI** / **Data visualization**: importing data from CSV/text/xlsx files or via SQL direct database queries, PowerQuery transformations and data cleaning, pivoting / unpivoting tables, calculated columns, adding / appending / joining tables, working knowledge of intermediate DAX functions, data visualization using dashboards published through Power BI Service in shared workspaces.

EXPERIENCE

Data Analyst Training Programme, Generation UK and Ireland, *September 2025 - November 2025, Ireland*
Successfully completed intense practical based training in Data Analytics, rapidly developing skills and techniques to manage, analyse, visualize, and share storytelling of data for internal and external stakeholders. Gained working knowledge and applied fundamental concepts of Excel, PostgreSQL/T-SQL, Python, Power BI Desktop in group and solo projects.

- Confident in my ability to drive value for organisations and its clients by having a thorough understanding of their questions, data, its purpose and usage.
- Communicated ideas, supported peers to manage workload and with upskilling and sharing of information, leading two group projects to completion and successful presentation to a non-technical audience.
- Created interactive dashboards using PowerBI tables, maps, and charts, to track key performance indicators, using real-time and historical data, and to communicate insights from data within the project environment and present findings.
- AI in data analytics: mastering prompts to obtain relevant results, data privacy, ethical use, specialized AI tools for data analysis (e.g., KNIME, Julius.ai).

Created a fuel consumption tracking tool, *January 2002 - December 2018*
Collected and recorded trip data and other relevant parameters linked to my daily commute to/from work.

- Verified validity of ROI for a newly purchased hybrid vehicle.
- Visualized in PowerBI the effect of different parameters on fuel consumption and trip times, discovering actionable insights to improve the cost and duration of my commutes.
- Identified the best routes based on the day of the week and time of day using visual and statistical tools.

Developed iOS app prototyping and programming skills in Swift and SwiftUI, *April 2023 - March 2025*
After analysing the app market and identifying a gap, I built a working prototype that calculates electric vehicle (EV) charging sessions' costs, to make informed decisions when charging at a certain station/provider. I included an overview of potential money savings compared to a traditional combustion engine vehicle, tools to estimate the owner's EV usable battery size, and conversions between different units of measure.

- Continuous growth and self-development: I learned the basics of Swift and SwiftUI using the Xcode IDE/Swift Playgrounds and various online resources (YouTube, ChatGPT, Claude, CodewithChris "Launch Your First App" program).

- Problem solving: I used the GitHub platform to maintain and backup the code base, instead of solely relying on local storage.
- Critical thinking: I tried different UI designs, choosing the one that worked best in real life testing.

Board Member at Employee Recreation Association, *March 2020 - January 2021, Alice Springs, Australia*
- Optimized local government procedures across event planning, fundraising, financial management, and championed green initiatives and IT Tutoring for community members.
- Established priorities for the association's activities and approved new board members.

WORK EXPERIENCE
Senior Sales Manager, [Infineon Technologies AG](), *Denver, CO, USA, November 2023 - July 2024*
Manager for the Americas region for two of Infineon's major EMS accounts ($50M+).
- Successfully navigated challenges posed by customer order cancellations and rescheduling, maintaining steady revenue performance throughout fiscal year.
- Demonstrated proactive profit management, through strategic measures and customer order analysis to prevent price reductions in declining business.

Product Analyst, [Arapahoe County Government](), *Littleton, CO, USA, December 2021 - April 2023*
Worked at the intersection of user experience and digital tools to support internal systems and external-facing services.
- Applied analytics and low-code tech to streamline service delivery and improve online UI/UX for county residents.

Product Marketing Manager, [Infineon Technologies AG](), *Munich, Germany, January 2007 - December 2018*
Managed the complete product portfolio lifecycle and marketing strategy, from concept to cost improvement and discontinuation for worldwide markets across all channels (€150M+).
- Closed successfully 10+ high-level purchasing contracts with top customers through implementation of new negotiation process.
- Maintained the number one position for nine years in a highly competitive global automotive market by effectively managing the product portfolio lifecycle and pricing positioning, analysing and tracking markets and key business indicators.
- Engaged over 100 sales staff, within the first year of launching a new online community, which boosted product portfolio promotion in the sales community and decreased by 30% the product marketing team's communication workload.

Application Engineer Lead and Program Manager, [Kodak](), *Munich, Germany, September 2004 - December 2006*
Managed customer technical documentation, provided worldwide application support, and collaborated on mobile product development, market analysis, and product roadmaps with the development and marketing teams. Oversaw operations of the Munich office.
- Led the worldwide application engineering team for the Image Sensors Solutions product line.
- Served as Program Manager for the 3Mpix module project, coordinating a global team.

Application Engineer, [National Semiconductor]() (now Texas Instruments), *Munich, Germany, September 2000 - August 2004*
Provided application support for European customers and sales teams, collaborated with worldwide marketing and product development teams, and defined new products.
- Conducted market analysis, product assessments, delivered reports to upper management/technical teams.
- Managed customer technical documentation, RFP/RFQ technical collateral, and trained Field Application Engineers and distributors on CMOS sensor technology.

EDUCATION AND CERTIFICATIONS
Microsoft Power Platform Fundamentals (PL-900 Certification), *Ireland, November 2025*

Zertifikat Deutsch / telc Deutsch B1 (Note 1), *Goethe-Institut e.V., Munich, Germany, April 2006*

Università degli Studi di Firenze, *Florence, Italy, 1991 - 1999*
MSc in Telecommunications Engineering (5-year Laurea degree, equivalent to combined BSc/MSc - NFQ Level 9)

INTERESTS
- Passionate about managing household finances, using Excel, open-source tools or commercial apps. Estimate, track and predict spending in multiple currencies to adhere to financial goals.
- I enjoy cooking both Italian and international dishes to relax, share life experiences with family and friends, and spark conversations. I plan weekly meals, convert measurements, and source the best matching local ingredients for authentic flavors. I actively research new recipes online and in cookbooks, and I seek out recipes from others to expand my culinary repertoire and skills.