

# Felman Peralta

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Seasoned data engineering leader with over 15 years of experience driving data and analytics initiatives in media, commerce, and entertainment industries. Seeking to leverage expertise in implementing analytical solutions, leading cross-functional teams, and driving strategic decision-making to accelerate product goals and maximize impact.

**Core Competencies:** Web Analytics, Data Visualizations, Business Intelligence, Data Analysis, Data Modeling, Developer Collaboration, Project Deployment, Software Development, Agile Methodologies

## TECHNICAL SKILLS

Programming Languages: JavaScript, Python, HTML, CSS

Business Intelligence Tools: Adobe Analytics, Looker, Tableau, MicroStrategy, Excel, Cognos

Database Technologies: Google BigQuery, AWS Redshift, MongoDB, MySQL, Teradata

Frameworks: Django, D3.js, VueJS/NodeJS/NextJS

## PROFESSIONAL EXPERIENCE

**Sr. Business Analyst** | San Francisco Public Utilities Commission | San Francisco

NOVEMBER 2023 – PRESENT

- Created custom dashboard landing page and navigation for specialized Infrastructure Projects providing ease of use/access to critical project management data. Created easy to understand dashboards across various levels and granularities using the project requirements and working with data engineering contractors.
- Conducted research and evaluation for migrating internal systems to cloud based solutions. Created simple pipelines using internal data to evaluate cloud systems.
- Deployed a NextJS application enabling users to make updates to their dimension tables without direct access to the Oracle database and without knowing SQL. The application keeps all historical changes and allows the user to compare between versions.
- Created an easy to use API to pull report and dashboard specifications for other developers to consume. This allows users to keep their specifications in Bitbucket in order to keep one version of the report/dashboard and to easily roll back changes as necessary.
- Ensure the daily operations of Cognos Analytics; providing user access, delivery of reports/dashboards, and general product uptime.

**Sr. Data Eng Mgr/Data Engineering Director** | Red Ventures | San Francisco

OCTOBER 2019 – MARCH 2023

- Took ownership of a brand new Looker implementation and standardized Looker across Media & Commerce brands providing 300 users with easier access to data. Designed and delivered a comprehensive Looker training program with a custom site

for practical exercises.

- Migrated from Adobe Analytics to internal data solutions, converting ~200 legacy reports to Looker; created a custom API for a recommendation engine utilizing Databricks, Python, Scala, and Google Bigquery.
- Developed a Looker Executive Dashboard for consolidated revenue reporting across multiple brands.
- Automated manual reporting processes by developing custom data products using Python, Django, and MongoDB, resulting in a 90% reduction in sales teams' manual work.
- Conducted prototyping to evaluate project feasibility, considering performance, scalability, and maintainability with significant business and cost implications.

### ***Sr. Data Engineering Manager | ViacomCBS | San Francisco***

NOVEMBER 2016 – OCTOBER 2019

- Owned and managed Adobe Analytics implementation for CNET brands (e.g., GameSpot, ZDNet, Metacritic). Standardized tracking variables and reports via Tealium and Adobe Analytics, reducing implementation time from 1 month to days.
- Led cross-functional team of Adobe Analytics and data engineers, fostering growth, project execution, and analytical rigor.
- Developed Python web scraper and custom browser extension to identify and correct improperly tagged web pages across CNET sites. Increased data capture accuracy by 12%.
- Drove feature roadmap and development of custom dashboards using Python, Django, MongoDB, Highcharts, and D3js. Transformed large datasets into MongoDB documents, powering custom Django dashboards with Python, MongoDB, and JavaScript.
- Maintained positive relationships with third-party vendors.

### ***Data Products Manager | CBS Interactive | San Francisco***

JANUARY 2013 – NOVEMBER 2016

- Managed multiple BI/Data Product projects simultaneously, overseeing their lifecycle and issue resolution. Developed data products and frameworks using Django, Python, MongoDB, and JavaScript.
- Created automated dashboards to replace manual processes, streamlining operations.
- Collaborated with business intelligence stakeholders and the Data Warehouse Engineering team to define and standardize KPIs, metrics, and data constructs.
- Facilitated approval of project requirements from business units and technology teams.
- Implemented Adobe Analytics tracking across various properties within CNET Networks.

## **EDUCATION**

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### **Bachelors of Science in Information Technology**

Golden Gate University, San Francisco, CA

### **Associate in Applied Science in Electronics Technology**

Heald College, Institute of Technology, San Francisco, CA