

Felman Peralta

Daly City, CA

(415) 816-2602

fperalta@gmail.com

[linkedin.com/in/fcperalta](https://www.linkedin.com/in/fcperalta)

Experienced Engineer/Business Intelligence/Data Analyst with 15+ years in the media industry. Expertise in web analytics, data visualization, and custom data solutions. Proven track record in team management, analysis, testing, and project initiation. Thrives in fast-paced environments, delivering results on time.

Core Competencies: Web Analytics, Data Visualizations, Business Intelligence, Data Analysis, 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

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

Frameworks: Django, D3.js, VueJS/NodeJS

PROFESSIONAL EXPERIENCE

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

OCTOBER 2019 – MARCH 2023

- Implemented and standardized Looker across Media & Commerce brands, reducing vendor costs and providing 300 users with easier access to data.
- Developed a Looker Executive Dashboard for consolidated revenue reporting across multiple brands.
- Migrated from Adobe Analytics to internal data solutions, converting ~200 legacy reports to Looker and creating a custom API for a recommendation engine.
- Designed and delivered a comprehensive Looker training program with a custom site for practical exercises.
- 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.

- Transformed large datasets into MongoDB documents, powering custom Django dashboards with Python, MongoDB, and JavaScript.
- Drove feature roadmap and development of custom dashboards using Python, Django, MongoDB, Highcharts, and D3js.
- 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.

Senior BI Analyst | CBS Interactive | San Francisco

SEPTEMBER 2010 – JANUARY 2013

- Collaborated with stakeholders standardizing KPIs, setting priorities, and defining strategy.
- Owned data availability and reporting performance, optimizing for BI stakeholders.
- Managed messaging for critical reporting updates and alerts to all stakeholders.

Programmer Analyst | CBS Interactive | San Francisco

JULY 2008 – SEPTEMBER 2010

- Managed MicroStrategy development, maintenance, and deployment.
- Created efficient front-end reports for internal customer groups.
- Collaborated with cross-functional teams to design and implement reports in MicroStrategy, Excel, and Flex.
- Engaged in bug-level and project-level work, including requirements gathering, business partner collaboration, and training/support.

EDUCATION

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

CERTIFICATIONS

Google Advanced Data Analytics by Google on Coursera

Google Business Intelligence by Google on Coursera