# Felman Peralta

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Engineer/business intelligence/data analyst with over 15 years of experience in the media industry covering web analytics, business intelligence, and data visualizations. Skilled in managing teams, analysis and testing, identifying issues, and initiating new development projects. Excels at coordinating cross-functional teams within a fast-paced environment and meeting tight timelines.

> **Core Competencies:** Web Analytics, Data Visualizations, Business Intelligence, Data Analysis, Developer Collaboration, Project Deployment, Software Applications

## TECHNICAL SKILLS

Programming Languages: JavaScript, Python, HTML, CSS

Frameworks: Django, D3.js, VueJS/NodeJS

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

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

## PROFESSIONAL EXPERIENCE

### *Director Data Engineering* | *Red Ventures* | *San Francisco*
OCTOBER 2019 – MARCH 2023

- Managed the implementation and standardization of Looker across Media & Commerce brands helping rid of other third party tools and reducing vendor costs.
- Migrated away from Adobe Analytics to internal data solutions; converting ~200 legacy Adobe Analytics and Tableau reports to Looker; creating an API using internal data replacing Adobe Analytics API.
- Defined a Looker training syllabus and created a custom site containing Looker exercises with varying degrees of difficulty ensuring knowledge retention.
- Automated manual reporting processes through custom data products solutions reducing the amount of manual work for sales teams.
- Prototyped project ideas to assess their viability for full development; assessing performance, scalability, and maintainability of technology implementations with broad business and cost implication awareness.

### Sr. Data Engineering Manager | *ViacomCBS | San Francisco*
NOVEMBER 2016 – OCTOBER 2019

- Managed a cross functional team of Adobe Analytics solutions engineers and data engineers; provided coaching and assistance to direct reports, driving personal growth and development, project execution, and analytical rigor.
- Delivered tracking solutions by standardizing tracking variables, dimensions, and reports through Tealium and Adobe Analytics.
- Transformed internal and external data sources into non-relational documents in MongoDB powering custom dashboards utilizing Django, MongoDB, and Python.
- Drove the roadmap of features and development of custom built dashboards.
- Helped maintain relationships with third party vendors ensuring a mutually beneficial relationship.

### Data Products Manager | *CBS Interactive | San Francisco*
JANUARY 2013 – NOVEMBER 2016

- Managed several, highly visible, simultaneous BI/Data Product projects, their lifecycle and issue resolution; hands-on development of data products and frameworks.
- Owned the creation of project requirements creating fully self-contained automated dashboards helping remove inefficient manual processes.
- Helped define, evaluate, champion and standardize KPIs, metrics, dimensions and other data constructs, working with business intelligence stakeholders across and up and down the organization, as well as with the Data Warehouse Engineering team.
- Shepherded the finalization and approval of requirements by affected business units and relevant technology teams.

### Senior BI Analyst | *CBS Interactive | San Francisco*
SEPTEMBER 2010 – JANUARY 2013

- Collaborated with business stakeholders to identify, define, and evaluate standardization of KPIs, set team priorities, influence work, and consultation on strategy.
- Owned data availability and reporting performance, working with the Data Engineering team to quickly resolve all availability issues and continually optimize reporting performance for all BI stakeholders.
- Managed for messaging and communications of critical and/or front-facing reporting-related updates, alerts and information to all stakeholders.

### Programmer Analyst | *CBS Interactive | San Francisco*
JULY 2008 – SEPTEMBER 2010

- Developed and maintained front-end reports for internal customer groups.
- Collaborated with Engineering, Product, Marketing, Editorial and Executive teams to design and implement reports primarily in MicroStrategy as well as Excel and Flex-based reports.

- Contributed to both bug-level and project-level work, which include requirements gathering, close collaboration with business partners, and training/support/evangelization.

## EDUCATION

**Bachelors of Science in Information Technology**
Golden Gate University, San Francisco, CA

**Associate in Applied Science Degree in Electronics Technology**
Heald College, Institute of Technology, San Francisco, CA