

# Felman Peralta

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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, Data Modeling, Developer Collaboration, Project Deployment, Software Development, Agile Methodologies

## TECHNICAL SKILLS

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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

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### ***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; created a custom API for a recommendation engine utilizing Databricks, Python, Scala, and Google Bigquery.
- 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

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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

## CERTIFICATIONS

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Google Advanced Data Analytics by Google on Coursera

Google Business Intelligence by Google on Coursera