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Top Skills

Information Technology
Strategic Planning
Business Strategy

Languages

Francés (Native or Bilingual)
Inglés (Full Professional)
Spanish (Native or Bilingual)

Certifications

Get started with lakehouses in
Microsoft Fabric
Work with Delta Lake tables in
Microsoft Fabric
Use Data Factory pipelines in
Microsoft Fabric
Scrum Master Certified (SMC)
Implementing a Data Warehouse
with Microsoft SQL Server 2012

David Medina

Senior BI Developer - AI Context Engineering Architect
Greater Montreal Metropolitan Area

Summary

***************** Veuillez continuer à lire mon profil en français dans la
section "Français"
***************** Para consultar mi perfil en español puede ir a la
sección "Español"

---BI Ninja level
As a Senior BI Developer, I specialize in transforming complex
datasets into actionable insights that drive strategic decision-
making. Leveraging Microsoft Power BI and Fabric, I create dynamic
dashboards and reports that provide real-time analytics, enabling
organizations to visualize trends and make informed decisions
promptly. My expertise includes designing intuitive data models
and implementing advanced DAX calculations to enhance data
storytelling. By integrating Fabric's robust data management
capabilities, I ensure seamless data flow and accessibility, reducing
time to insight and improving operational efficiency. This unified
approach not only streamlines analytics processes but also fosters a
data-driven culture within the organization.

--- AI agent-integration value-oriented expert
Harnessing cutting-edge AI technologies, I specialize in deploying
automation solutions that revolutionize marketing strategies and
operational workflows. Mastering user integration skills with n8n an
Go HighLevel (GHL), I develop automated systems that optimize
client engagement and lead management. My experience with vector
databases enables efficient semantic data retrieval, enhancing the
accuracy and relevance of AI-driven applications. By orchestrating
complex workflows through n8n, I automate repetitive tasks, allowing
for scalable and efficient processes. This combination of AI tools and
automation platforms empowers businesses to achieve practical,
data-driven results, elevating both efficiency and client satisfaction.

For more details on faith approach, please consult the Volunteering
section at URL

https://www.linkedin.com/in/davidmedinap/details/volunteering-experiences

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Experience

3Spark - Business Catalyst
Senior BI Developer - AI Marketing Architect for marketing valued-solutions
April 2021 - Present (4 years 9 months)
Greater Montreal Metropolitan Area

Business Intelligence Mastery with Power BI & Fabric
- Pioneered advanced BI strategies, empowering organizations with real-time analytics and intelligent decision-making.
- Spearheaded the development of high-impact dashboards in Power BI and Microsoft Fabric, transforming complex datasets into actionable insights for Montreal Airport (ADM), Premium Analytique.
- Designed optimized data models and interactive visualizations, ensuring seamless integration across various business operations.
- Developed mission-critical BI solutions that facilitated real-time performance monitoring and operational efficiency, significantly improving data accessibility.
- Implemented custom DAX calculations to enhance predictive analytics, enabling data-driven strategic planning for clients across multiple industries.
- Integrated Microsoft Fabric's AI-driven analytics capabilities, ensuring robust, scalable, and high-performance reporting solutions tailored to evolving business needs.

AI-Driven Automation for Marketing Solutions
- Engineered AI-powered marketing automation systems that revolutionized client engagement and operational efficiency.
- Built and deployed custom AI workflows using GoHighLevel and n8n, automating content curation, lead management, and customer interactions for Funnel Inteligente, and TopFlow, and Smart Funnel. - Leveraged vector databases to optimize AI-driven recommendations and personalization, ensuring precision-targeted marketing strategies.
- Designed and implemented end-to-end automation frameworks, reducing manual workloads and enhancing marketing campaign effectiveness.
- Developed dynamic AI models that analyzed user behavior in real time, enabling hyper-personalized engagement across digital funnels.
- Built real-time impact analysis tools, providing data-backed insights for strategic decision-making and resource optimization.

These initiatives, established a holistic AI and BI ecosystem, bridging analytics intelligent automation.

Desjardins
Senior BI & Azure Developer
April 2022 - April 2023 (1 year 1 month)
Montreal, Quebec, Canada

• Conception et développement de rapports prospectif Power BI Desktop codant DAX et Power Query M, RLS et OLS pour les déployer dans Power BI Service et Azure Synapse via des flux de données, des ensembles de données et des passerelles.
• ETL et intégration de données avec SAS Grid, Denodo, JIRA, OLAP, Databricks, cubes, Office 365 et SharePoint via SQL, API, OData, ODBC, Web API et plusieurs connecteurs.
• Sécurisation des projets Power BI avec des modèles de sécurité Azure Active Directory via des modèles d'accès par rôle selon les politiques et normes organisationnelles et les entrepôts des données.

Hydro Québec
Senior Business Intelligence Consultant
July 2021 - June 2022 (1 year)
Canadá

• Développement des rapports sur Powerbi.com et Azure pour améliorer les flux de données, les ensembles de données, les rapports Power BI par le biais du SQL, DAX et Power Query M et extraction depuis des entrepôts des données.
• Intégration de données (ETL, fusion et modélisation) avec des sources de données externes : Azure Data Factory, Azure Synapse, OLAP, JIRA, Databricks, On premise data repositories (SSxS cubes), Web API, Office 365 et SharePoint.
• Examiner et interpréter les exigences relatives aux rapports d'activité en cours en avec des requetés SQL et T-SQL, DAX, Power Query, Dataflows et Datasets.
• Conception et mise en oeuvre des fonctions Python et C# pour anonymiser les données, tels que les masques de données et la suppression de colonnes.

Exia Conseil
BI Developer
March 2021 - June 2021 (4 months)
Montreal, Quebec, Canada

• Analyse et élaboration de rapports financiers et administratifs sur Power BI pour un des plus importants clients du secteur de l'assurance.
• Développement technique sur Power BI et contribution à la conception du produit KPI de l'entreprise proposé en un temps record à plusieurs clients de l'entreprise en prenant de données du Azure Data Lake.
• Extraction des données de l'entrepôt de données maître pour les analyser en étroite collaboration avec les analystes métier financiers pour définir les besoins d'analyse et développer des rapports et des tableaux de bord.

Intact
BI Developer
November 2020 - March 2021 (5 months)
Montreal, Quebec, Canada

• Automatisation de la collecte de données pour l'analyse budgétaire avec des processus dans Office 365 (Excel, Access), C#, Adobe Analytics et intégration avec SharePoint et les BD SQL Server et Oracle, cubes, Visual Studio ALM, Web API et .NET.
• Amélioration des rapports d'analyse marketing et des rapports exécutifs dans Power BI Service avec Power Query et DAX.
• Travailler en étroite collaboration avec les équipes de données et les utilisateurs finaux pour comprendre leurs besoins en matière de données et assurer que les processus ETL/ELT répondent à ces exigences.

Ministry of Health and Public services
IT Analyst
September 2019 - November 2020 (1 year 3 months)
Région de Montréal, Canada

- Data analysis of IT's process improve management of resources and information about business needings aligned with tactical directives through designing of process and its components

- Presentation of technical alternatives to improve and automate processes execution and their analysis with BPM (Process Maker), Pentaho and BI (PowerBI).

- Analysis information with PowerBI of the project "Migration of Windows Server 2008" which aims to migrate +300 servers with +1000 software and components to the latest version (Windows Server 2016).

Main technologies: Power BI, Power Query (Excel), Process Maker (BPM).

GoDoWorks
Management Data Analyst
June 2018 - December 2018 (7 months)
Bogotá D.C. Area, Colombia

- Analysis of data generated in IT's PMO (management area) of 60+ projects of implementation to take decisions about prioritization and capacity in execution of projects and portfolios.

- Starting up of portfolio of new version of solution to migrate core software in a modern solution with Data Analytics component and SOA approach including third vendor solutions and open source components.

- Leadership of transformation of GoDoWorks in a process and data-oriented company with IT best practices implemented in JIRA, Pentaho, Confluence and Power BI.
Implementation of agile methodologies/techniques (Scrum, Kanban, DevOps) in internal sub-projects (IT department), operational tasks of service, collaboration with other business areas and clients.

Main technologies: Power Query / Pivot (Excel), Pentaho, JIRA, PHP, AWS.

KAP Consultants
Project Data Specialist
May 2018 - September 2018 (5 months)
Bogotá D.C. Area, Colombia

- Implementation of the PMO Capacity Data Model in Power BI integrating and filtering data of project management in Power BI solution.

- Technical leadership of BI project component that implements Database Analytics, Processes and Business Orientation towards a Digital PMO.

- Design and implementation of transformation's data model that evolves the PMO of Banco Davivienda to a Strategic Projects Office.

Main technologies: Power BI, Talend (ETL) Power Query, PHP, Trello, SwiftKanban.

Stefanini Colombia
Data Migration Manager
June 2017 - June 2018 (1 year 1 month)

- Successful leadership of 60+ IT Data Migration projects with 50+ collaborators among own staff and customer staff conforming agile project teams.

- Development of projects of migration of data from legacy systems from previous company (ISS) to newcompany (Colpensiones).

- Recovered company's trust in IT Vice-presidency putting through organizational goals with agile practices in order to take the first step towards strategic mission and vision development.

Main technologies: Talend, JIRA, Java, .NET, Visual Basic, SQL Server, DB2, GIT

ROI Proyectos
BI Consultant
September 2015 - July 2017 (1 year 11 months)
Bogotá D.C. Area, Colombia

- Implementation of Business Intelligence solutions (Pentaho and Tableau) in several customers to improve their process as key factor to attain company's goals.

- Consultancy of projects to develop analytics capacities managing data sources in several clients to improve their PMO's process and high level information to CEOs.

- Management and technical leadership of various large projects to design and implement web solutions/portals of internet sales and customer service/relations (ERP, CRM, BI, and ECM).

Main technologies: Pentaho, PowerBI, Bizagi, PHP, Alfresco, ProcessMaker, OpenERP/Odoo, AWS

Tecnalia
IT Senior Project Manager
July 2014 - September 2015 (1 year 3 months)
Bogota

* Project Management of "Ecosystem of ICT Innovation for Cundinamarca" that allowed the Department of Cundinamarca to be a competitive in Colombia

and LATAM with a teamwork of +100 people among direct and indirect inter-disciplinary professionals and 1000+ stakeholders . Budget: $1M

* Implementation of Transference Center in Biometrics and Cyber-security projects managing +8 projects, teamwork of +15+ people and reporting their advance to customer's executives. Budget: $1M.

* Support organizational process IT PMO's of ESI Center (Colombia) becoming to Tecnalia Colombia (as part of a multinational company) accomplishing them and defining where it was necessary.

KAP Consultants
Project Management Consultant
July 2013 - July 2014 (1 year 1 month)
Bogota

* Successful consultancy in implementation of Transformation Project Offices in 12+ companies with agile practices to gain advantage of specific contexts in every one of them.

* Definition of process in all project s to achieve portfolio's strategic goals.

* Transforming process model of KAP itself as traditional consultant company to a digital consultant organization with agile and IT best practices.

Ecopetrol
IT Project Manager
June 2012 - June 2013 (1 year 1 month)
Bogota

- Successful closure/advance of 5+ IT projects on time, budget and scope.

- Formulation of 3+ project's plan of TI components consistent in Business Intelligence to Exploration & Production areas.

Renault (Plan Rombo)
IT Project Manager
September 2009 - December 2011 (2 years 4 months)
Bogota

- Successful designing and implementation of technological solution to transform Renault Colombia into a self-financing company.

- Successful management of the implementation project of core business information system that covers all its functional aspects: operational, financial, accounting, commercial and web channel.

- Data mining to provide Senior Management with key information in decision making.

FENALCO Bogota
Software Developer
November 2008 - September 2009 (11 months)
Bogota

Leadership of applications developed with JEE in frameworks such as Struts and JSF and other technologies as AJAX for different business requirements. Coordination technology infrastructure aspects of the projects developed.

Vipsa
Software Developer
May 2008 - November 2008 (7 months)
Bogota

Architecture development and analysis for migration processes of technology Delphi to Java and construction of applicative for the election process with the Registraduría. Proposal and implementation of patterns in the development unit to be able to carry out the development work in the best development practices in the technical group.

Citibank
Analyst
September 1998 - April 2008 (9 years 8 months)
Bogota

Analysis of business requirements and gaps in processes, development and implementation of software solutions to optimize the daily process. Management of requirements of technology infrastructure aspects of the projects approved.

Education

Collège de Bois-de-Boulogne
AEC en Intelligence Artificiel, Artificial Intelligence · (2020 - 2021)

Innovation & Entrepreneurship Business School S.L – Barcelona, España
Postgraduate in Agile Projects & Product Management, Agile Management · (2014 - 2014)

Los Libertadores University
Degree in (Engineering) Information Technology , Information Technology · (2003 - 2009)

SENA
Professional Technician in Banking and Financial Institutions, Banking · (1998 - 2000)