

DAVID MEDINA

Senior BI Developer

Contact

+1 (514) 571 1981

davidmedinap@gmail.com

<http://www.linkedin.com/in/davidmedinap>

<https://github.com/planckc>

Skill Highlights

- Business Intelligence
- Fabric / Azure
- Data Analysis / Power BI
- SQL / Programming
- Agile mindset

Technical skills

Power BI	<div><div></div></div>
Fabric	<div><div></div></div>
SQL -DAX – Power Query	<div><div></div></div>
BI (Pentaho, Talend)	<div><div></div></div>
Microsoft BI (SSxS)	<div><div></div></div>
Excel	<div><div></div></div>
Java .NET	<div><div></div></div>
T-SQL	<div><div></div></div>
Python, R	<div><div></div></div>

Others:

RAG, LLM, Prompt engineering Hadoop, AWS, Azure, Kafka, Docker, PHP, Linode, MYSQL, Oracle, Apache ecosystem

Summary

IT Professional with experience as **BI Developer & Data Analyst**, accredited **Big Data Professional Certified** with a proven track record in delivering projects/initiatives of business intelligence to give value through data and information.

Experience

BI Senior Developer

Apr.2023 – today

DATAROI – Energir, Montreal Airport, MIFI and other clients, QC, Montréal, QC

- Led Power BI Embedded modernization initiatives within the BIA (Business Intelligence & Analytics) team, rebuilding and optimizing enterprise dashboards integrated with Microsoft Fabric capacities, Datamarts, and Lakehouse for unified, performant, and governed analytics delivery.
- Designed and implemented semantic data models (star/snowflake), DAX optimizations, and incremental refresh strategies connected to Fabric Dataflows Gen2, Azure Data Factory, Databricks and legacy Oracle/SAP to enable scalable, real-time decision-making, documented and stable BI solutions.
- Enabled self-service BI adoption and governance, empowering super-users to securely publish and manage Power BI content delivered to Fabric and external audiences under certified datasets, RLS/OLS policies, and Fabric capacity standards, while collaborating with engineering, security and IT operational teams to ensure compliance and operational continuity.

BI Senior Developer

Apr.2022 – Apr.2023

Desjardins, Montréal, QC

- Design and development of Power BI Desktop reports coding DAX and Power Query M, RLS and OLS to deploy in Power BI Service and Azure Synapse and ADF through dataflows, datasets, and gateways.
- ETL and Data integration with SAS Grid, Denodo, JIRA, Databricks, cubes, Office 365 and SharePoint via SQL, API, OData, ODBC, and several connectors.
- Securing Power BI projects with security models Azure Active Directory through role access models according to organizational policies and standards

BI Senior Developer

Jul.2021 – Jul.2022

Hydro-Québec, Montréal, QC

- Development on Powerbi.com and Azure to improve Dataflows, Datasets, PowerBI reports through measurement coding, SQL, DAX and PowerQuery M.
- Data integration (ETL, merging and modeling) with external data sources: JIRA, Databricks, On premise data repositories (SSxS cubes) and Office 365 and Sharepoint.

BI Developer

Mar.2021 – Jul.2021

EXIA Inc, Montréal, QC

- Analysis and development of financial and administrative reports on Power BI for one of the largest clients in the insurance industry.
- Technical development on Power BI and contribution to the design of the company's KPI product offered to several clients.

Marketing BI Developer

Dec 2020 – Mar.2021

Intact Insurance, Montreal, QC

- Automation of data collection for Budget analysis integrated with Adobe Analytics, Office 365, SharePoint, SQL Server, cubes and Oracle databases.
- Improvement of Marketing Analytics reports and Executive Reports in Power BI to improve the communication of strategic indicators.

IT Data Developer

Sep 2019 – Nov 2020

Ministry of health, Montreal, QC

- Development and implementation of +15 Power BI reports for the processes of IT Management through Databricks and ADF pipeline extractions.
- Data extraction and loading in repositories with programming over Office 365, .NET, T-SQL, and Microsoft's Reporting Services (SSAS, SSIS, SSRS).

BI Developer

Jun 2018 – Dec 2018





GoDoWorks Latam

- Construction of the Reports module of the geolocation solution by building +15 reports in Pentaho and Jasper Reports.

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Soft skills

- Communication
- Teamwork
- Adaptability
- Problem-Solving
- Creativity

Volunteering

- Labs Lead 2024-2025
Faith Tech, Online Americas Community
- MYSSION Community 2018-2025
Founder & Leader
- Planning Manager 2023-2025
Genesis Montreal, Christian Church
- Planning Manager 2011-2018
Bethesda International, Christian Church
- Jury in Contest Apps.co 2014
Libertadores University
- Guest Speaker 2012
Colombian Association of IT Engineers

Migration Data Developer

Jun 2017 - Jun2018

Colpensiones (Stefanini)

- Programming of data extraction from DB2 to Microsoft BI suite (SSAS, SSIS, and SSRS) multidimensional/tabular cubes with Talend and Pentaho to migrate +2MM data points to and Power BI reports.
- Construction of +40 reports to show the information of affiliates, contributors, beneficiaries, and regulatory agencies.

BI & IT Solutions Developer

Sep 2015 - Jun 2017

ROI Projects

- Implementation of Business Intelligence and ETL solutions (Power BI, Pentaho and Tableau) in +7 customers to improve their data, info and decision-making.

Scrum Master / Business Analyst

Tecnalia

Jul 2014 – Sep 2015

KAP Consultores

Jul 2013 - Jul2014

Ecopetrol (PSL)

Jun 2013 – Jun 2013

Renault (Plan Rombo)

Sep 2009 – Dec 2012

Software Development Engineer

FENALCO

Nov 2008 - Sep 2009

VIPSA (Thomas Greg & Son)

May 2008 – Nov 2008

Process analyst – Applications development responsible

Citibank & Cititrust Colombia

Sep 1998 – Apr 2008

Education

- ✓ AEC Technical Specialization in **Artificial Intelligence**- Bois de Boulogne College (2022)
- ✓ **Big Data** - Visualization (reporting) and prediction, - Bois de Boulogne College – 2019
- ✓ BAC in **Information Technology** Engineering (2009)

Certifications

- ❖ **Big Data** Professional (2018) Arcitura
- ❖ **Big Data** Engineer (2018) Arcitura
- ❖ **DevOps** Essentials Professional Certificate (2017) CertiProf
- ❖ Three stars Developer - FSP (2007) Microsoft
- ❖ CP-BAT **Agile Testing** Certified (2017) BD Guidance
- ❖ **Scrum Master** Certified, SMC® (2015) Scrum Alliance

Other Courses

- Python for Data Science and AI (2020) Coursera
- Data Analysis with Python (2020) Coursera
- Querying Data with Transact-SQL (2019) edX
- Statistics and probability (2019) Khan Academy
- Oracle database administration (2009) ConsulSoft
- Microsoft Access (2008) IntelliTraining
- Microsoft Excel (2000) Incap
- Java OOP (2005) SENA
- Subversion tool (2009) Intellisoft