

Rico Sanchez

Business Analyst | Data Analyst

Schenectady, NY | rodricobs@gmail.com

TECHNICAL SKILLS

Programming: Python, SQL, Excel, Camtasia Studio, Adobe Creative Cloud, Power BI, AdSense, HubSpot CRM, Zoho CRM

Frameworks: BI Tools, Matplotlib, Jupyter Notebook, GitHub, Scikit Learn, Agile Scrum, Asana, Project Management

Skills: Sales Operations, CRM Management, Dashboard Development, Data Governance, Storytelling, Reporting

ANALYTIC WORK EXPERIENCE

Ritchie Bros. Global, Quality Assurance, Latham NY

Jan 2025 - Present

A global asset management company, offering end-to-end solutions for buying and selling used heavy equipment, trucks, and other.

- Accurately processed salvage titles, maintaining a compliant database for all vehicle sales operations nationwide.
- Applied comprehensive knowledge of title and salvage law across all states to ensure total regulatory compliance.
- Provided accurate responses to inquiries, consistently enhancing customer experience and satisfaction outcomes.
- Efficiently entered and updated vehicle data, ensuring data accuracy for seamless record-keeping processes.
- Resolved title discrepancies by applying analytical and problem-solving capabilities to achieve swift resolutions.

Tech Elevator, Enterprise Analyst, Remote

2023 - Nov 2024

Our mission is to elevate people, companies, and communities and, since 2015, we've been transforming lives through tech education.

- Designed and implemented a historical sales database, enabling the creation of custom reports for decision-making.
- Designed data governance policies, created technical documentation, and introduced Master Data Management.
- Constructed an enterprise go-to-market plan, ensuring a data-driven approach to marketing initiatives.
- Performed root cause analysis of data leaks, implementing data quality that improved sales target accuracy by 32%.
- Restructured CRM data, used it to perform customer segmentation analysis improving marketing campaign targets.
- Leveraged Lightcast data to create targeted account lists, empowering sales teams to focus on customers.
- Managed C-Level staff, facilitating discussions by providing talking points.

Tech Elevator, Business Analyst, Remote

May 2022 - 2023

- Designed and implemented SQL based automation and workflows, reducing manual labor by 25,000 hours annually.
- Improved data accuracy from 60% to 98% through SQL engineering and standardized auditing processes.
- Conducted in-depth market research, incorporating national demographics to inform strategic decision-making.
- Championed a modern approach to CRM data management addressing data inaccuracies.
- Gathered system and business requirements and managed stakeholders effectively.

HOSPITALITY WORK EXPERIENCE

UnCruise Cruise Lines, Seattle, WA - Lead Steward

2018 - 2020

The leading cruise line in Alaska, providing guests with adventure travel and an appreciation of the natural world

- Performed over **186 client-facing interactions** per day to fulfill a variety of guest needs and requests
- Improved overall customer satisfaction from 74% to 80% following weekly independent surveys
- Coordinated unique dietary selections for 100-150 passengers and ensured a safe dining experience

American Cruise Lines, Guilford, CT - Lead Steward

2017 - 2018

A river cruise line, providing guests an elevated cruise experience through personalized exploration, and enrichment programs

- Led new member training procedures and **reduced amount of service inaccuracies by 37.5%**
- Recognized by guests and management for wonderful service, generating **6+ positive reviews weekly**

EDUCATION

BloomTech, Graduate, Data Science & Machine Learning

2021 - 2022

A trade school for a career in Data Science and Artificial Intelligence