

Román Ariel Ripari

Data Analyst

C O N T A C T

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E X P E R I E N C E

Jul. 2021 - Present

Senior Data Analyst PGD LATAM

- Develop VBA Excel applications
- Analysis and survey of internal customer business needs
- Provide technical support on service tools
- Promote the professional development of the team, as Performance Manager
- Project management in Azure DevOps

Jun. 2019 - Jul. 2021

VBA - Alteryx Senior Analyst EY

- Business Intelligent Team Leader
- Devise and develop applications for the internal and external client
- Create applications with Excel-VBA (Macros)
- Develop Data Transformation Flows with Alteryx
- Analyze and generate reports with large volumes of data (Big Data)
- Create and daily maintain databases with SQL (SSMS)
- Plan and monitor Development Projects
- Provide training in implemented technologies
- Project management in Azure DevOps

Sep. 2018 - Jun. 2019

Data Project Analyst IPG Mediabrands

- Manipulate several data sources to analyze the state of business in multiple dimensions (sales, brand equity, interest search, competitiveness, visits to websites, social networks, advertising activity)
- Update dashboards using data visualization tools (Power BI)
- Analyze vast data sets to discover media and business ideas, what is working, what is not working, and what we need to do to optimize media purchases and return on investment
- Monitor the quality of the input data as well as the output data in the visualization
- Supervise the entire data process and coordinate with the different sources (Client, Agency, Teams, Suppliers, etc.)

Dec. 2011 - Apr. 2018

Senior Analyst Nielsen

- Data Analysis / Business Intelligent
- Generate reports for different management levels for internal and external clients
- Read databases with specific software and information analysis.
- Provide service for various clients in Argentina and the rest of Latin America
- The companies I worked for directly are: Danone, The Coca Cola Company, Unilever, Pepsico, Clorox, Genomma, Procter & Gamble, Mead Johnson, Peñaflor, Mondelez, among others With all these clients I developed customized reports adapted to the required needs.
- On the other hand, I also performed multiple internal reporting tasks, such as category consolidation to create "Baskets" to measure the economic performance of various countries, and report creation for specific markets (wholesale sales)

E D U C A T I O N

2020 - Present

Bachelor's Degree in Data Sciences

Universidad de Buenos Aires

2018 - 2019

Android App Development Educación IT

2011 - 2014

Bachelor's Degree in Literature

Universidad de Buenos Aires

2011 - 2014

Pre-EHEA diploma, International Trade

Universidad Nacional de Quilmes

S K I L L S

Alteryx	Big Data
VBA	Power BI
Python	Azure DevOps
SQL	Database
Excel	Git

L A N G U A G E S

English	Advanced
Spanish	Native

C E R T I F I C A T I O N S

EF Standard English Test (EF SET)

[PCEP-30-02] PCEP – Certified
Entry-Level Python Programmer