

Kurtis Santillanes

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Career Profile

Proven data analyst and project manager committed to delivering actionable insights through concise, user-friendly dashboards. Demonstrated ability to traverse ambiguity in dynamic, ever-changing work environments. Naturally curious and a lifelong learner, welcomes new experiences with open arms. Ability to pick up and master new skills on an ad-hoc basis. Empathetic leader and team player.

Core Competencies

Data Analysis	Data Visualization	Data Wrangling (ETL)	Project Management
<ul style="list-style-type: none">• Excel (pivots, cubes), R• Web Analytics (Google, Adobe, Azure)	<ul style="list-style-type: none">• Power BI / Tableau / Excel (DAX)• R (ggplot2, shiny)	<ul style="list-style-type: none">• R (tidyverse), Power Query, SQL• Data Warehousing	<ul style="list-style-type: none">• Communication• Outlook, SharePoint, JIRA, etc.

Top Skills

Power BI / Tableau <ul style="list-style-type: none"> Multi-source dashboard solution Custom R visualizations 	Excel <ul style="list-style-type: none"> Power Query, Power Pivot, M, DAX, OLAP cubes, calculated fields, pivots 	R <ul style="list-style-type: none"> Statistical modeling Data visualization 	Google Analytics <ul style="list-style-type: none"> Google Analytics IQ Certified Connect to API
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For expanded list of skills, see dashboard:

<https://app.powerbi.com/view?r=eyJrJoiMDYzNjliNGYTYzhjMi00ZDQ4LTlmNWMTMGJjMDY2ZW12YmYwIiwidCI6IjczMDY5ZjIjLlRwNDQtdmZMS05MTE4LTM4YWQ1N2I2M2ZhOCIsImMiOiZ9>

Experience

Senior Business Intelligence Analyst

Indigo Slate

Bellevue, WA

July 2016 – Present

Business Intelligence Analyst

Indigo Slate

July 2015 – July 2016

Manage multiple ongoing and ad-hoc workstreams at a dynamic, ever changing creative agency. Experience working with a variety of clients in the tech sector. Excel at time-management while supporting multiple projects. Self-starter, able to thrive in said environment by knowing when to ask the pertinent questions (i.e. scoping, budgeting, deliverables) and by maintaining regular communication (email, Skype, phone, in-person) on all projects.

Standard Responsibilities

- Visualize data and tell insightful stories with business impact through dynamic and intuitive dashboards (Power BI, Tableau).
- Design custom R scripts to visualize data that is limited by software GUIs.
- Leverage text analysis proficiencies (Sentiment Analysis, Natural Language Processing, Boolean Query Framework Development, Word Frequency Distributions, Word Clouds, Theme Discovery) to make sense of unstructured data via proprietary software (Lexalytics, Semantria) and open source software (R, Python).
- Deep dive into data with statistical methods (linear regression, hypothesis testing, cross tabs) and software (R, SPSS). Effectively explain results in plain English. Additionally, perform competitive and gap analysis.
- Distill big data from multiple data sources via practically any medium or format (web, API, SharePoint, servers, Twitter, JSON, XML, CSV).
- Use Google Analytics to build dashboards and reports. Utilize Google Tag Manager to setup and maintain tags, events, etc.
- Devise and apply automatable/scalable data collection methods which feed into a single repository (i.e. data warehouse).
- Conduct regular check-ins with clients. Work together to establish KPIs, brainstorm and develop new processes, and ensure SLAs are met and the SOW is satisfied.
- Work collaboratively with clients, vendors, and/or consultants to set deliverables, conduct analyses, etc.
- Integration of CX metrics (i.e. NPS, CSAT) and customer journey mapping CXJ.

Notable Projects Ongoing/Past

Microsoft

- Corporate Research Team NLP Coding and Reporting: Quarterly, analyze big data (100~250K records) and code verbatim

- (~100K) from customer-partner survey. Develop and maintain NLP framework to quantify unstructured data (text). Pull coded results via API, marry the data with survey quantitative data, and display results/findings with a Power BI dashboard.
- SIP (Social Intelligence Platform): Wrote Boolean queries weekly that tagged for pertinent products and concepts from social media through a proprietary aggregator and firehose. Key tool used to uncover share of voice of key competitors.
- Sony*

- Community Website Update Research: Work with client to identify key personas and develop questionnaire. Recruited panel based on persona and administered survey. Synthesized results and developed executive level deck. Presented out to client.

VMware

- IoT - Twitter Analytics Dashboard: Automated mention and hashtag parsing. Integration of engagement metrics.
- Cloud - Calculator Tool Dashboard: Integrate Google Analytics metrics and calculator fields stored in a SQL database.

Data Analyst: Fraud Prevention - Mobile Games

CyberAgent (Applibot, Inc.)

Shibuya, Tokyo (Japan)
March 2013 – September 2014

Managed a team of developers. Oversaw any infraction related to fraudulent activity in mobile game titles: Legend of the Cryptids and Chaos Drive. Systematically monitored and eliminated all such activity from the games.

Standard Responsibilities

- Collaborating in Japanese with a team of developers and implementing strategies for fraud detection, investigation, anticipation, and prevention.
- Providing thought leadership to the production team regarding new events and patches as well as disciplinary action for users violating the terms of service.
- Leveraging MySQL and Excel to analyze data and visualize findings.
- Presenting recommendations to the production team based on data analysis.
- Spot translation of customer support emails related to fraud from English to Japanese. This information was relayed directly to the developer team.
- Developing systems in house to detect and prevent a wide variety of fraudulent activity.

English as a Second Language Instructor

AEON Corporation East Japan

Kiryu, Gunma (Japan)
June 2011 – January 2013

As the only foreign teacher in a rural Japanese school, learned to be fearless; fielding questions left and right daily in and out of work as the de-facto “ambassador” for the US. Through a mix of humor and professionalism, able to thrive in an unfamiliar environment, while exchanging culture with new friends and neighbors.

- Instructed students of all ages (2-70+). Able to go from teaching Toddlers to TOEIC Prep in under 5 minutes.
- Polished presentation skills and honed the ability to think on my feet through daily lessons and students’ questions.

Language

Japanese – Business Level

- JLPT N2 Certification
- Very strong kanji reading/recognition ability
- Accustomed to Japanese customs and culture
- Japanese ↔ English interpretation

Spanish – Basic

- Basic conversational and writing skills
- Intermediate listening and reading skills

Education

University of Washington

Bachelor of Arts in Economics and a Minor in Japanese

Seattle, WA
2011