

Sofía Barcellona

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MSc Candidate in Data Management and Business Analytics (UBA) and Bachelor's in Business Economics. Skilled in data analysis, consulting, and business intelligence, with experience applying econometric methods and advanced analytics to transform complex data into actionable insights. Proven ability to design and implement business intelligence solutions that improves efficiency, strengthen strategic decisions-making, and deliver value across industries.

Education

MSc (Master of Science) in Data Management and Business Analytics | 2025 - 2026 | University of Buenos Aires – School of Business, Faculty of Economic Sciences.

- Specialization: Business Intelligence, Applied Econometrics, and Advanced Analytics.
- Awarded Institutional scholarship for outstanding academic merit.
- Current GPA: 9/10 (equivalent to ~3.7/4.0).

Bachelor's in Business Economics | 2019 - 2024 | National University of the Center of the Province of Buenos Aires, Faculty of Economic Sciences.

- Final thesis: "Comprehensive analysis of efficiency and productivity in soybean production: an empirical study based on surveys of agricultural producers."
 - Overall GPA: 8.4/10 (equivalent to ~3.5/4.0).
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Professional Experience

Data Analyst | Here Is Data | Jul 2024 – Present

Developed business intelligence solutions for external clients using advanced data analysis applications. Implemented data integration and automation processes (including API-based workflows), improving operational efficiency. Designed interactive dashboards and predictive models that optimized decision-making in both companies and public organizations. Advised on adopting analytical tools, strengthening evidence-based management and boosting efficiency.

Business Intelligence Analyst | Gestor Max | Jul 2024 – Present

Developed control dashboards and KPIs to support administrative and financial management for internal clients. Applied business intelligence methodologies and statistical analysis to increase operational efficiency. Designed economic and financial models to identify risks and opportunities in accounting management. Contributed to internal audit processes, enhancing traceability reliability of financial information.

IMS Budget Specialist | Syneos Health | Jul 2023 – Jun 2024

Oversaw budget quality control for international clinical trials, ensuring the correct allocation and use of resources. Preparation of compliance reports for global projects, guaranteeing financial traceability and regulatory transparency.

Data Analyst | HyF Distribuciones | Sep 2022 – Jun 2023

Implemented business intelligence solutions for financial and operational analysis, optimizing margins in the retail sector. Developed strategic KPIs to strengthen sales planning, stock management, and decision-making at the managerial level. Created dynamic dashboards and reports to improve visibility over returns, inventory turnover, and financial performance.

Administrative Assistant | Roberto Barcelonna e Hijos S.H. | Mar 2019 – Nov 2021

Support in administrative and accounting management, including processing and control of financial documentation. Preparation of basic reports and reconciliations.

Skills and Competencies

- Data visualization and analytics: Interactive dashboards and strategic reports with Power BI, Looker, and Tableau, supporting executive decision-making.
- Programming and modeling: Python, R, and SQL for data analysis, process automation, and statistical modeling.
- Database management and analysis: advanced SQL, BigQuery, and DAX for structuring, optimizing, and exploiting large-scale datasets.
- Advanced Excel: Complex data models, macros, and automated financial and management reporting.
- API integration and ETL processes: Automated workflows to consolidate data from heterogeneous sources, ensuring efficiency and scalability.
- Web scraping and data extraction: Data collection and processing from multiple platforms to enrich analytical datasets.
- Econometrics and advanced quantitative models.
- Machine learning and predictive modeling: Basic classification and forecasting models to optimize processes and anticipate outcomes.
- Project management and process improvement: coordination of data- and technology-driven solutions to align internal processes with business objectives.

Languages

- English – B2 level. First Certificate in English (Cambridge).
- English as a Second Language – IGCSE International Certification (Cambridge International Examinations).

Academic Achievements

- Teaching Assistant in Microeconomics – UNICEN (2024).
- University Teaching Training Course – UNICEN (2024).