SANDRA CONSUELO FLÓREZ FERNÁNDEZ

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⌖ OBJECTIVE

Economist with a master's degree in Economics with various experience gained in the academic and private sector. Passionate for statistics, research and analysing data. Able to solve problems in the intersection between data, product, and business. Have developed analytical, statistics and market business skills from work and University. Bilingual fluency in both English and Spanish.

🎓 EDUCATION

Sep 2018 – Nov 2019
MSc Economics (International)

University of Greenwich
London, England, United Kingdom
Grade with merit

Jul 2007 – Mar 2016
BSc Economist

Pontificia Universidad Javeriana
Bogota, D.C., Capital District, Colombia

Jul 1994 – Jun 2007
From Preschool to Secondary School

Colegio Berchmans
Cali, Valle del Cauca, Colombia
Elected student representative:
Represented students to the school council and developed effective communication. Attended the meetings of the educational centre with the school council. Followed-up special cases of students that require assistance. Discussed and evaluated strategies to develop education in the long-term.

📚 FURTHER TRAINING

Mar 2020 – May 2020
Diploma in R and Python for data analysis

Universidad Sergio Arboleda
Bogota, D.C., Capital District, Colombia

This Diploma provides a basic and intermediate management level of R and Python analytical tools. It introduces to a simple task where it includes statistical analysis, simulation of random variables in univariate and multivariate cases, visualisation, and uses of data such as remodelling, data cleansing, merges data, and transforms data.

Feb 2008 – Sep 2008
Latin American University Leadership Training AUSJAL Program

Pontificia Universidad Javeriana
Bogota, D.C., Capital District, Colombia

AUSJAL is a Latin American University Leadership Training Program.
- Strengthened the process of integral formation related to the exercise of leadership.
- Developed a comprehensive and casual understanding of the phenomenon of poverty in the region.
- Through academic training of a multidisciplinary character, students analysed the impact in community context.

LANGUAGES

- <u>Spanish:</u> Native
- <u>English:</u> Professional working proficiency
- <u>Portuguese:</u> Basic

TECHNICALL SKILLS

- EViews, Python, R, RStudio, Stata, SQL.
- Google Data Studio, Tableau.
- Word, Excel, PowerPoint, Outlook.
- ORBIS, Orbis Cross border Investment.
- Amplitude.
- ComScore, Facebook Ads Manager (Facebook & Instagram), Google AdWords, Google Trends, Hawkeye, MOAT, Nielsen DAR, T1, Twitter, Ads Manager, Sizmek.

CERTIFICATIONS

- Tableau desktop specialist.
- Proficiency in the Python programming language.

💼 PROFESSIONAL EXPERIENCE

Mar 2022 – Jan 2024
1 yr 11 mos
Senior Data Analyst

Publicis Global Delivery (PGD)
Bogota, D.C., Capital District, Colombia
Remote / Full-time

Worked as a Performance Manager on PGD LATAM for data analysts; as well as, worked on Starcom agency with Best Buy as a client, in the Applied Analytics from Decisions Science Team.

- Conducted regular performance reviews, provided constructive feedback, and managed performance improvement plans for underperforming employees.
- Aggregated data from multiple data sources of programatic campaigns.
- Collected, cleaned, reported and analysed programatic campaigns performance (monthly and final reports).
- Created data visualisations using tools such as Tableau, R-Studio and Excel for programatic campaigns.
- Connected placements of programatic campaigns into Labs (Dataplex).

On one hand, delivering all task properly was crucial for Applied Analytics and Investment Teams to ensure accurate reports for BestBuy client, relied on data analysis and provide relevant insights. On the other hand, managing performance of data analysts helped to guided them on their career path and accomplished goals.

Oct 2020 – Feb 2022
1 yr 5 mos
Analytics Analyst

RobinFood
Bogota,D.C., Capital District, Colombia
Remote / Full-time

Started and developed the Product Analytics department in LATAM (Latin-American countries), in cooperation with the Chief Technology Officer, the Head of Product and the Head of Business Intelligence. Worked on the Business Intelligence team and Product team with the Product Managers, Product Owners, and Design Team to implement best practices, and continually improve the products through analytics analysis. Managed and leaded all analytic analysis of each product of the company across Latin America countries.

- Built and analysed dashboards and reports in: Amplitude and Tableau.
- Performed quantitative analysis, data mining and the presentation of data to see beyond the numbers and understand how our users interact with products.
- Understand of analytics platforms to produce actionable insights and developed data-driven recommendations about products.
- Developed insights on relevant users behaviour, customer segments, customer journey and touch points with each product.
- Analysed customer's behaviour to identify areas of opportunity, quantify impact, and made recommendations for future enhancements.
- Assisted in analytic projects that uncover actionable customer insights to guide short-term and long-term acquisition and retention efforts, as well as, performed deep-dive analysis on key trends.
- Worked cross-functionally with product and user experience design teams to make clear, coherent and holistic recommendations about products, as well as, ability to interact with multiple teams to derive best practices to set up reporting and analysis framework for our products.
- Provided reports through Tableau to improve business processes.
- Monitored analysis and metrics results.

Accomplishing all task successfully was crucial to establish and make the new Product Analytics department sustainable at RobinFood Company. Helped to make aware of Product Analytics metrics in-house, as well as, helped to understand the importance of each Product Analytics metrics.

Nov 2018 – Oct 2019
1 yr
Research Assistant

University of Greenwich
London, England, United Kingdom
On-site / Part-time

Worked in a part-time job as a Research Assistant, with a senior lecture of International Business Economics.

- Analysed two Foreign Direct Investment (FDI) databases, for the research project regarding the United Kingdom.
- Compared what sort of data is available in the ORBIS and Orbis Cross Border Investment databases.

Reviewed which database was the most accuracy for the project.

Oct 2016 – Jun 2018
1 yr 9 mos
Reporting Platform Analyst

MediaCom
Bogota,D.C., Capital District, Colombia
On-site / Full-time

Worked on a media agency with Procter and Gamble (P&G) as a client. Managed and led all media and business analysis in LATAM (Latin-American countries), reporting to the Regional Digital Director and the Account Managers. Head of MOAT platform.

- Collected information from different media databases such as Facebook, Instagram, Google AdWords, Hawkeye, MOAT, Nielsen DAR, T1 (MediaMath platform), Sizmek, Twitter, and matching all metrics across platforms.
- Created details reports and presentations for P&G Latin America (LATAM) client.
- Developed cost analysis from media platforms and recommending actions to reduce media costs, as well as, making analysis of media savings and view ability.
- Developed econometric and statistical analysis, such as forecast of media cost or find relationships between variables.
- Managed and analysed data about the specialised tool MOAT.

Performing all tasks accurately was crucial to the Business, as the Regional Digital Director relied on the data so to visualise the metrics performance and take the relevant actions. The campaigns could be read by MOAT thanks to the weekly follow-up, in order to ensured measurability. Developed in-house expertise about view ability performance.

Apr 2016 – Oct 2016
6 mos
Junior Academic Vice-Rectory

Pontificia Universidad Javeriana
Bogota,D.C., Capital District, Colombia
On-site / Contract

Worked on the academic Vice-Rectory, in the Directions of Academic Programs.

- Created the settlement of payment of considerations, according to the service university teaching agreements signed between the university (postgraduate programs: specialisation courses, masters programs, doctorate programs) and the 102 institutions.
- Monitored the budget of the agreements in university teaching services by faculties: medicine, odontology, nursing, psychology, nutrition and dietetics.
- Managed communications between the institutions and university executives, for the purpose of unifying the information about cost per students.

Updated all the settlement of payment of considerations from January 2015 to October 2016. Helped to establish the procedure of management, for future management.

FURTHER EXPERIENCE

Real Estate Sales Assistant

Jul 2012 – Feb 2014
1 yr 8 mos

Pedro Gomez y Cia S.a.
Bogota,D.C., Capital District, Colombia
On-site / Part-time

Jun 2011 – Feb 2012
9 mos

Ingeurbe S.A.
Bogota,D.C., Capital District, Colombia
On-site / Part-time

Worked in a part-time job, in a renowned construction Colombian companies.

- Assisted customers in introducing the housing project, as well as, answering all general questions about the project.
- Guided and accompanied the clients, showed the model house and the housing project.
- Maintained and processed all forms related to home sales.
- Based on their preferences and needs, made the contributions according to the area of interest.
- Served as a central point of contact for the company in housing fairs.
- With teamwork, achieved the goals of monthly sales goals.

With teamwork, monthly sales targets were achieved