

PAOLO ARCIAGA, MBA

Los Angeles, CA

(818) 448-3316 | paoloarciaga@gmail.com

[Portfolio Website](#) | [LinkedIn](#) | [GitHub Portfolio](#) | [Tableau Portfolio](#)

SQL, Python, Tableau, Data Analytics, Data Visualization, PostgreSQL, Pivot Tables, Excel

EDUCATION

University of California Berkeley — Data Science & Analytics Certificate

Virscend University — Master of Business Administration

California State University Los Angeles — Bachelor of Science in Business Administration

PROJECT EXPERIENCE

- **Olympics Data Engineering.** Cleaned 162k results & 75k athletes worth of raw data to build an ETL pipeline and SQL database.
- **Anti-Cancer Medication Analysis.** Conducted correlation and regression analysis, tumor volume distribution, and summary statistics for multiple types of drug treatment regimen by using Python and data visualization scripting.
- **School District Analysis.** Aggregated data to identify school and district performance via Python, providing comprehensive metrics for stakeholders aiming to enhance educational outcomes and allocate resources effectively.
- **COVID-19 Rates Dashboard.** Quantified COVID-19 vaccination rates over time, by country, and by income group; published a Tableau dashboard to visualize results.
- **Superstore Sales and Profitability Executive Dashboard.** Quantified sales, profitability, profit ratio, and sales per customer. Visualized profit ratio by city on US map. Quantified monthly sales by segment and category over time by profitable vs. unprofitable orders.

WORK EXPERIENCE

Redfin — *Data Analyst*, Apr 2024 – Current

Emplifi — *Account Manager*, Nov 2020 – Aug 2023

- Led weekly meetings with Strategic and Enterprise level clients such as Nike, Saks Fifth Avenue, and The Bay, ensuring successful syndication strategies.
- Spearheaded a project to improve and consolidate end-to-end service processes; restructured communication flow between 2 departments, resulting in a 25% acceleration in response rates for Zendesk tickets.
- Managed initiatives for Hudson's Bay, orchestrating the collection of 350,000 syndicated reviews within a single quarter, through precise data tracking and project management processes.
- Utilized advanced SQL skills to troubleshoot SKU data discrepancies, enhancing accuracy in syndicated reviews on a per-client basis, and elevating client satisfaction rates.
- Conducted weekly pivot table analysis to optimize syndication strategies for 80+ clients.
- *Review Syndication is when one site authorizes the sharing of its existing content to other sites.*

CareerArc — *Business Development Rep*, Oct 2017 – Nov 2019

- Accounted for \$300k in revenue through personal generated leads.
- Managed 60-80 accounts on a monthly basis to conduct account-based marketing and enabled effective follow up.
- Implemented DiscoverOrg into the company's tech stack, enhancing lead tracking and management.

TECHNICAL SKILLS

Data Analysis: Proficient in analyzing large datasets, identifying trends, and generating insights.

Programming Languages: Experienced in Python, SQL, and JavaScript.

Data Visualization: Skilled in creating visualizations using tools like Tableau, Tableau Prep, and Python.

Databases: Well-versed in creating/manipulating databases with PostgreSQL, NoSQL, and MongoDB.

Project Management: Expert in Airtable for project tracking and Trello for visual task management.

API Integration: Experienced with APIs for data extraction and integration.

Tools: Proficient in Jupyter Notebooks, VS Code, Excel, Salesforce, Microsoft and Google Suite