RENZO BEJARANO VARELA

Melbourne, Victoria
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Personal Website: https://nextslim.github.io/RenzOnly/

SUMMARY

Economics with experience in insurance, sales analyst and category management. Skilled in detailed and efficient data analysis with dynamic visualisations. I am an honest and adaptable team player that likes to encourage a friendly work environment. Strengths include collaboration skills across diverse groups and meticulous attention to detail. I love to use data-driven research to tell stories from datasets.

TECHNICAL SKILLS

Programming Languages: Python, R, HTML/CSS/JavaScript.
Databases: SQL/ NoSQL databases (MongoDB, DynamoDB, MySQL, PostgreSQL).
Applications: Command Line, GitHub, GIT, AWS, Streamlit, Flask, Spark, Heroku.
Tools: Advance Excel/VBA, Tableau, Power Bi, Data Studio, Google Analytics, Seaborn, Scikit learn.

PROJECTS

✓ **Forecasting life expectancy through machine learning model**
https://expectancy-web.herokuapp.com/
Created a machine learning model to predict an accurate prediction of life expectancy based on 19 indicators from world bank-development-indicators.

✓ **UFO and Beyond (**UFO sightings Analysis**)**
https://nextslim.github.io/ufoweb/
We apply ETL process, followed by the creation of a no SQL database, to identify insights and trends about UFO sightings Worldwide.

✓ **Overall Unemployment Analysis in Australia**
https://github.com/NEXTSLIM/A-Short-Outline-of-Unemployment-in-Australia-2018-2021
This project showcased unemployment in Australia, with special focus to the last three years, digging out subtleties of the impact of COVID-19.

EXPERIENCE

Marketing Analyst | **2021-till date**
Medical Indemnity Protection Society Ltd (MIPS) | Melbourne, Victoria
Develop content to grow and retain MIPS members by transforming data into relevant insights. Planification, preparation, implementation, delivery and analysis of end-to-end marketing and communication initiatives and programs; and to assist colleagues to promote and protect the integrity of MIPS brand through the production of high-quality external and internal marketing and communications reports.

Key Accomplishments:
✓ Improving marketing reports by designing, building and deploying Power Bi dashboards.
✓ Integration of data from Google Analytics and social media platforms to follow up on main KPIs.
✓ Supporting the development of data governance and Business intelligence in the organization.
✓ Develop effective business intelligence strategies and analytics solutions.
✓ Management of Marketing Stock and assistance to online campaigns.
✓ Administration for all online webinars and online forms.

Volunteer Office Assistant　　| 2018
Newton Manor Construction　| **Melbourne, Victoria**

This job made me grow as a team player. Taking the initiative to keep other team members informed of every change from the manager. This is a company that deals in commercial building of new and refurbishment of schools and development of new shopping complexes.

Key Accomplishments:
- ✓ Assisted Administration Manager in day-to-day office operations in order to achieve maximum productivity.
- ✓ Organise creditor invoices in an efficient manner to allow the administration Manager to create sales reports and improve productivity.
- ✓ Manage and track purchase orders to ensure that clients are well supported.

2017-2018: Moved to Australia to get married.

For more information, please read this article: New country, new career: how a data analytics boot camp helped this student find success in Australia. - Monash University

Data Analyst Officer (CATMAN COLGATE)　　**|** 2015-2017
The Business Partners　　　　　　　　　| Cali, Colombia

This role enhanced my skills in data analysis. After gathering, analysing and compiling the data, I produced reports with visuals like graphs or charts to the stakeholders. This is a business intelligence company providing organizing data to help organizations to make more data-driven decisions.

Key Accomplishments:
- ✓ Collecting tracking and processing accurate data for (Colgate Palmolive) vs. Nielsen (market) to produce weekly reports regarding sales data for the benefit of head office.
- ✓ Produce and organize excel spreadsheets to prepare graphs and tables to produce accurate reports to increase understanding of sales data and revaluate product placement in stores to then aid the increase of sales.
- ✓ Preparation of accurate reports via Pivot tables and PowerPoint Presentations showing comparison by category to again aid in the improvement of product placement.
- ✓ Ensuring sales reports are maintained accurately and delivered to appropriate management in a timely manner and ensure a smooth and productive working environment.

EDUCATION

2021 | General Advice in General Insurance
Melbourne, VIC | Mentor Education Pty Ltd

2021 | **Certificate in Data Analytics**
Melbourne, VIC | Monash University

2013-2014 | English Studies in Australia
Melbourne, VIC

2012 | Advance Diploma
Strategic Marketing Management
Icesi University **|** Cali, Colombia

2011 | **Bachelor of Economics**,
Bachelor of economics and International Business **|** Icesi University **|** Cali, Colombia