

ALBERTO CASTRO JIMÉNEZ

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SUMMARY

Software Engineer with 6+ years of experience in CRM environments. Proficient in SQL, Python, and Power BI, applying these tools to data cleaning, visualization, and automated reporting through technical personal projects. Native Spanish speaker, professionally proficient in English, and fluent in Portuguese, with a proven ability to collaborate in international, cross-functional teams.

EXPERIENCE

Email Developer

ENCORA

October 2020 - Present Alajuela, Costa Rica

- **Designed and built** reusable dynamic components that consumed real-time API data to personalize email content for **global marketing campaigns sent to thousands of users**, significantly reducing manual effort in creation workflows.
- **Documented** complex technical processes and created step-by-step guides for **international cross-functional teams**, successfully reducing onboarding time for new hires and streamlining campaign execution.
- **Built** data providers that extracted, transformed, and validated data from external APIs to deliver campaign-specific outputs, handling complex business logic such as date-range filtered datasets.
- **Led** technical project coordination for **high-visibility campaign deliveries**, managing task assignments, status tracking, and requirements gathering across design, engineering, and project management teams.

PROJECT

GYM OPERATIONS ANALYTICS DATABASE

Personal Project • [ajcj97.github.io/acanalytics/projects/gym-admin/](#) • March 2025 - March 2026

- Designed and normalized a relational database model to support operational reporting for a simulated multi-branch gym environment with over 1,000 member records.
- Analyzed membership, attendance, and service usage data to support data-driven decisions, identifying trends across 12 consecutive months of simulated activity.
- Documented the entity-relationship diagrams (ERD) to ensure the database's long-term maintainability, achieving 100% data integrity through strict normalization (3NF).
- Performed complex SQL joins and aggregations to generate automated monthly reports, significantly reducing the manual data processing time for facility management teams.

GYM ADMIN DATABASE BI REPORT

Personal Project • [ajcj97.github.io/acanalytics/projects/gym-admin-report/](#) • February 2026 - February 2026

- **Structured** data from 3 separate relational tables into a unified dataset to serve as the foundation for operational reporting.
- **Integrated** transactional SQL data into Power BI to create operational dashboards tracking 10+ core business KPIs.
- **Configured** Power BI Service refresh schedules to automate data updates, ensuring reports reflect the latest operational metrics.
- **Developed** data models to calculate and visualize attendance trends and member retention rates for performance analysis.

PYTHON DATABASE GENERATOR

Personal Project • [ajcj97.github.io/acanalytics/projects/database-generator/](#) • January 2026 - January 2026

- Developed a Python-based data generation tool to create structured CSV datasets, simulating 5,000+ unique user records for system stress testing.
- Optimized analysis workflows by enabling stress testing for data pipelines across 5+ distinct business logic scenarios.
- Reduced the time spent manually preparing test data from hours to less than 5 minutes by implementing automated randomization scripts.
- Integrated comprehensive data validation checks within the generation script to ensure that all synthetic data maintained logical consistency across all relational tables.

EDUCATION

Bachelor's Degree in Software Engineering

UNIVERSIDAD TÉCNICA NACIONAL (UTN) • Alajuela, Costa Rica • December 2020

Diploma in Information Sciences

UNIVERSIDAD TÉCNICA NACIONAL (UTN) • Alajuela, Costa Rica • December 2020

SKILLS

SQL (PostgreSQL, MySQL)

Python (Pandas, NumPy, Matplotlib, Seaborn)

Power BI (DAX, Power Query)

Advanced Excel (VLOOKUP, Pivot Tables)

ETL Processes, Data Modeling, Analytical Thinking, Cross-functional Communication, Problem-Solving, Agile/Scrum Methodology, Technical Documentation, Stakeholder Management

Spanish (Native), English (B2 - Professional), Portuguese (Fluent)