



Roma Cencerrado

DATA ANALYST

Profile

I am a Data Analyst that develops Machine Learning models, deploys web app based on Python and I gain a broad experience in Business Intelligence Analysis.

I am motivated by the potential of the Big Data to extract knowledge and insights, finding patterns and building predictive models out of data.

Employment History

Senior Business Intelligence Specialist, Telenor, Copenhagen

APRIL 2014 – APRIL 2020

- Perform analyses and reports using Aginity Workbench for SQL, Toad for MySQL, Oracle SQL and Business Intelligence reporting tools as Qlik Sense and IBM Cognos, to support organization's decision making.
- Resolution of ad hoc analyses and data requests from different divisions into the organization, that requires the understanding of stakeholders needs, as developing solutions from different databases, sources and systems. Using T-SQL with Microsoft SQL Server Management Studio to automate and schedule reports and packages into production, also Impala and Hive to extract data from the Data lake.
- Build apps in Qlik Sense and provide training sessions to end users.

Head of Market Research department, UCE, Madrid

MAY 2010 – JANUARY 2012

- Perform and execute analysis and reports to support and defend the rights of the consumers, reporting to ministries, companies and other entities.
- Media spokesperson on national TV and radio. Some interviews on my website: romacr.eu

Translations, Appen freelance, Sydney

OCTOBER 2009 – FEBRUARY 2010

CRM Data Analyst, Cetelem Bank, Madrid

JANUARY 2007 – JULY 2009

- Execute and generate targeted lists for direct marketing campaigns, ensuring compliance with GDPR and marketing guidelines.
- Filter and mine the data to market segmentation.

Education

Advanced Marketing Course, Universitat Oberta de Catalunya, Madrid

JUNE 2007 – JUNE 2008

Master in International Financial Markets, Universidad Nacional de Educación a Distancia, Madrid

JUNE 2005 – JUNE 2007

Bachelor's degree Economics, Universidad de Castilla La Mancha, Albacete

JUNE 1998 – JUNE 2004

Details

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DATE / PLACE OF BIRTH

14-04-1979

Spain

Links

[Website](#)

[GitHub](#)

[LinkedIn](#)

Skills

Data analytics and visualization

Business Intelligence Solutions

Machine Learning models

SQL, T-SQL, Python

Visual Studio Code

Jupyter Notebook

Git

Languages

Danish

English

Spanish

Hobbies

Snowboarding, ride my Honda CBR 125 in Spain and build Lego with my kids.