



# APRIL JOY MARTINEZ

VIRTUAL TEAMMATE



## SKILLS SUMMARY

- Data Analysis
- Data Cleaning & Transformation
- Business Intelligence
- Data Visualization
- Database Management
- Data Warehousing
- Statistical Analysis
- Problem Solving
- Critical Thinking
- Attention to Details
- Communication
- Time Management
- Project Management
- Quality Assurance
- Adaptability
- Collaboration

## PERSONAL PROFILE

A **Data Analyst** with 16 years of experience, spent in the bank, healthcare and service industries doing Data Analytics, Business Intelligence, Customer Service, and Social Media Management helping business grow revenue.

## WORK EXPERIENCE

### DATA & STATISTICS ANALYST

**Dental Lab | Mar 2023 - Apr 2024**

- Managed data and communicated actionable insights.
- Generated daily reports for the KPI dashboard on sales, collections, daily inflow, customer rates, and productivity.
- Performed Ad-Hoc requests, research, and analysis for revenue growth.

### DATA & REPORTS ANALYST

**Healthcare Company (US) | Aug 2022 - Jul 2023**

- Assisted customers/users, mostly BioPharma companies, on User Administrative requests, and simple cases such as questions on navigating the software (SaaS).
- Assisted Level 1 Support in triaging complex cases to either the Science team or Engineering team.
- Performed projects for a particular BioPharma company on their research on Covid-19.

### SOCIAL MEDIA COORDINATOR

**Rizen | Feb 2022- Jul 2022**

- Collected and prepared visual content for the content calendar.
- Monitored and implemented the social media content calendar.
- Assisted with profitability tracking per client.

## TOOLS

SAS

MS Power BI

MS Excel

Visual Studio (Python, SQL)

Google WorkSpace

MS Office

Sprout Social

Zapier

JIRA

Teamwork

Asana

Salesforce

RingCentral

### FINANCIAL ADVISOR

[PruLife UK | Apr 2021 – Apr 2024](#)

- Educated people about the importance of being financially prepared.
- Helped people achieve their financial security and prosperity.

### MARKETING ANALYST

[United Overseas Bank Singapore | 2014- 2017](#)

- Executed MIS reporting and performed campaign management and tracking.
- Performed research and analysis to provide alternate solutions to problems oftentimes overlooked in the business.
- Assisted the Sales Team thru meaningful insights thereby resulting to higher revenue.

### BUSINESS ANALYST

[Development Bank of Singapore | 2011- 2014](#)

- Provided timely reports and requests.
- Performed customer analysis as the basis of the Product Team in product development.
- Performed automation of reports for efficient processing.

### DECISION MANAGEMENT ANALYST

[Citibank, N.A. Philippines | 2008 - 2011](#)

- Supported Citibank Australia for regular reports and lead generation for campaigns.
- Revamped Cards portfolio by reducing 80 reports down to 5 to optimize execution and prepare for migration.
- Created a Data Dictionary for Credit Cards that contains extraction logic and table mappings.

### SOFTWARE QUALITY ASSURANCE ANALYST

[Software Ventures International | 2007 - 2008](#)

- Conducted manual testing on NorthWest Airlines Booking System according to product specification.
- Reported bug to Development Team and ensured bugs were fixed.

### DATA ANALYST

[Accenture Healthcare Processing Inc | 2005 - 2007](#)

- Facilitated data management for an insurance company.
- Established a quality assurance process to ensure data integrity.

## EDUCATION HISTORY

[University of the Philippines](#)

Bachelor of Science in Statistics Cognate in Computer Science  
2000 - 2005

[Philippine Christian University](#)

Masters in Business Administration-present