

Yobany Vicentes

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Financial & Marketing Data Analyst | Open Post-Study Work Visa

PROFESSIONAL SUMMARY

Financial and marketing data analyst with a multidisciplinary background in analytics, software-enabled business systems, e-commerce, finance and digital operations. Experienced in SQL, Power BI, Looker Studio, Python, Google Analytics, dashboards and decision-support reporting. Strong at connecting data with business context, especially in finance, marketing performance, operational efficiency and digital platforms.

CORE SKILLS

Analytics toolkit

- SQL, MySQL and data querying
- Power BI and Looker Studio dashboards
- Python for analysis and data handling
- Google Analytics and Google Tag Manager
- Statistics, reporting and decision support
- Excel-based analysis and structured outputs

Domain strengths

- Financial and operational analysis
- Marketing funnel and performance reporting
- Data-driven business systems
- E-commerce, platform and workflow metrics
- Stakeholder communication and consulting
- Business + technical understanding in one profile

PROFESSIONAL EXPERIENCE

Web Developer / Reporting Support | SOLMAQ SAS

Jan 2024 - Aug 2025

Remote - E-commerce reporting, dashboard support and analytics-related integrations.

- Built dashboards for metrics across the e-commerce conversion funnel.
- Supported integrations with Wompi, Google Merchant Center and Google Tag Manager.
- Developed scraping workflows and internal tools to support reporting and operational visibility.
- Worked with digital commerce data to support decision-making.

Head of systems / Web Developer | Eurosemillas

Oct 2023 - Dec 2023

Colombia - web-app, operative area software, reporting, dashboard support and analytics-related integrations.

- Managed system workflows for operational data capture, validation, and reporting across different stages of agricultural production.
- Supported dashboards, charts, and reporting tools that provided visibility into field operations, productivity, and post-harvest performance.
- Led the support and continuous improvement of the company's proprietary agricultural management platform used for harvest and post-harvest data recording.
- Worked closely with operational teams to troubleshoot system issues, improve usability, and ensure accurate data entry for decision-making.
- Contributed to process digitalization by helping centralize agricultural and operational information into a single system.

Customer Success Consultant | BUK HR Software

Sep 2022 - Apr 2023

Colombia - Enterprise support in a data-rich HR and payroll software environment.

- Supported major clients with payroll configuration, platform usage, integrations and advanced cases.
- Worked on business rules, payroll concepts and structured problem-solving.
- Helped standardise consulting processes and improve client support capability.

Customer Success Analyst | BUK HR Software

Jul 2022 - Aug 2022

Colombia - Platform support and client issue resolution.

- Provided support on system use, product configuration and customer issues.
- Explained product, policy and process details clearly to clients.

Administrative and Accounting Professional | Fundacion Amigos de Fulbright

Feb 2021 - May 2022

Colombia - Finance processes, accounting migration and internal reporting support.

- Supported the migration of accounting software and implementation of electronic payroll.
- Helped create digital financial instruments for the investment of organisational surpluses.
- Contributed to the standardisation of administrative and accounting processes.

Customer Success Advisor | SIIGO S.A.S.

Jul 2020 - Dec 2020

Colombia - Software implementation support.

- Supported clients during electronic invoicing implementation.

- Delivered remote software support and training.

SELECTED PROJECTS

Colfuturo Data

Data exploration and recommendation platform focused on postgraduate data, structured filtering and decision-support outputs.

Portfolio and live demo available

Economy Simulator

Analytical simulation tool for modelling business and market scenarios, testing variables and visualising results through calculated outputs and dashboards.

Portfolio and live demo available

E-commerce Funnel Reporting

Dashboard and measurement support for tracking conversion-related metrics in digital commerce workflows.

Applied in professional context

EDUCATION

Master of Management (Communication)

Massey University, New Zealand

Completed Apr 2026

Master in Digital Marketing Management

AreaAndina University, Colombia

Completed Apr 2024

Professional Certificate in Data Analytics

Google

Completed Apr 2024

Software Development Degree / Diploma

IU Digital de Antioquia, Colombia

Completed Nov 2023

Postgraduate Diploma in International Audit and Information Assurance

La Salle University, Colombia

Completed Apr 2022

Bachelor of Public Accountancy

La Salle University, Colombia

Completed Jun 2021

Bachelor of Business Administration

La Salle University, Colombia

Completed Nov 2020

VOLUNTEER EXPERIENCE

Mentor | Fulbright Colombia

Mentoring and postgraduate guidance.

Oct 2024 - Dec 2024

- Guided a mentee on postgraduate study options and scholarship opportunities.
- Provided structured support for personal and professional development.

Mentor | Technovation Girls Colombia

STEM mentoring and app project support.

2023

- Supported girls in the development of a mobile app project.
- Encouraged participation in technology and STEM pathways.

AWARDS & SCHOLARSHIPS

- Best Employee / Best Contracted Collaborator, BUK (2022)
- COLFUTURO postgraduate scholarship
- Perfect score in Financial Management national test
- Double degree with honours, La Salle University

REFERENCES

Available upon request.