

Mariana Díaz

Data Visualization Expert | BI & Data Analyst

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📍 Amsterdam

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Languages

Spanish | Native speaker

French | TCF C2

English | IELTS 7 Overall

Portuguese | Casa do Brasil B2

Skills

Data Visualisation

PBI
Tableau
Mapbox
IBM BI
Excel
D3js

Data Management

ETL Processes
MongoDB
SQL
Cloud Data Services
API Integration
Pipeline Construction

Technical

JavaScript
HTML
CSS
Python

Design

UX & UI
Branding
Design Thinking

Work Experience

Data Visualization Specialist

2024 – Present
WorldACD

- Conceptualize and implement sophisticated data visualizations and dashboards to effectively communicate complex data insights.
- Master various visualization tools including Tableau, Power BI, Mapbox and D3.js, employing advanced features to enhance data presentation and interactivity.
- Conduct thorough testing of all visualizations for accuracy and functionality while maintaining strict adherence to data privacy and security protocols to ensure compliance and data integrity.

Digital Analytics Consultant

2020 – 2024
Piano

- Guided digital analytics implementation and optimization for diverse clients
- Created and maintained interactive dashboards.
- Conducted data analysis to identify trends and actionable insights.
- Delivered training on data analysis tools and best practices.

Digital Artist & UX Specialist

2016 – 2019
IFAL

- Designed visual representations of e-learning metrics.
- Developed user interfaces and experiences for e-learning platforms.
- Produced digital art and multimedia content to enhance learning.

Import-Export & E-commerce Manager

2012 – 2017
IntiWorld

- Optimised import-export operations through data-driven decision making.
- Analysed e-commerce data to enhance online sales strategies.
- Built and maintained performance dashboards.

Education

Big Data & Data Analytics | **ITAM**

Master in Digital Marketing and E-commerce | **INSEEC**

E-commerce | **Universidad Iberoamericana**

Bachelor of Design & UX | **Universidad Iberoamericana**