

Maria Gabriela Naveira Lopez

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Summary

Passionate about improving the life of others by generating memorable insights and making complex data easy to understand through data visualization, storytelling and user focused business intelligence and analytics solutions. Data storyteller and visualization expert. Project manager and data strategist. Experienced in enabling analytics in industries such as ecommerce, retail, CPG, financial, healthcare, and pharmaceutical.

Education

SAINT JOSEPH'S UNIVERSITY | MASTER'S OF BUSINESS INTELLIGENCE & ANALYTICS

OCTOBER 2019

VILLANOVA UNIVERSITY | BACHELOR'S BUSINESS ADMINISTRATION

MAY 2014

- Majors: Management of Information Systems, Marketing

Experience

SLALOM CONSULTING | SENIOR CONSULTANT

JANUARY 2021 - PRESENT

- Worked to define and develop the new data strategy for a client in the manufacturing industry.
- Led and managed an off-shore project team to deliver a customized SharePoint solution in the pharmaceutical industry.
- Led and managed a project to deliver data storytelling training and workshops for a group of 30+ data scientists in the pharmaceutical industry.
- Led and managed 3 projects in the healthcare industry. Created 15+ Microsoft Power BI reports, 5+ dataflows, and 5+ datasets to support the visualization of supply chain analytics.
- Led and managed a Microsoft Power BI self-service analytics project in the retail industry. Created 10+ Power BI dataflows and a 20+GB dataset to support supply chain analytics.
- Led and managed a project team developing a Snowflake proof of concept supporting sales analytics in the software industry.
- Led and managed 3 data visualization workstreams in a project in the healthcare industry. Created 10+ Microsoft Power BI reports and 2 datasets to support the visualization of supply chain analytics.
- Identified project opportunities and developed SPROs, SOWs, RFPs, pricing models, sales presentations, and workshops for new project opportunities within the data & analytics space.
- Managed a data visualization consultant.
- Lead and managed the Latinx employee resource group in Slalom Philadelphia.
- Lead and managed the data storytelling community for Slalom globally.
- Worked with TechGirlz to host an event teaching middle school girls SQL.
- Spoke at various data visualization, Power BI, and Tableau user groups in Philadelphia and beyond.

SLALOM CONSULTING | CONSULTANT

APRIL 2018 - JANUARY 2021

- Led and managed 3 data visualization workstreams in a project in the healthcare industry. Created 10+ Microsoft Power BI reports to visualize supply chain analytics and financial analytics. Developed an Excel based data pipeline to support reporting data storage and refreshes.
- Led and managed a data visualization workstream in a project in the pharmaceutical industry. Created 3 Microsoft Power BI reports to visualize people analytics and machine learning results.
- Led and managed a data visualization project in the CPG industry. Created 3 Tableau dashboards visualizing advance analytics statistical models and worked with the VP of Analytics to build and tell a story with the data shown.
- Led and managed a data visualization project in the CPG industry. Created 2 Tableau dashboards visualizing marketing analytics. Developed an Excel based data pipeline to support reporting data storage and refreshes.
- Trained 60+ business users and analysts in Microsoft Power BI in the pharmaceutical industry. Created training content and hosted 8+ training sessions.

- Created and embedded over 25+ Tableau dashboards visualizing sales analytics in the CPG industry. Used SQL to create reporting views in Snowflake.
- Created and transitioned over 150 reports to Microsoft Power BI in the financial services industry. Used SQL to create reporting views in Microsoft SQL Server.
- Used Agile methodology to manage and execute project delivery.
- Identified project opportunities and developed SPROs, SOWs, pricing models, sales presentations, and workshops for new project opportunities within the data & analytics space.
- Created, lead, and managed the Latinx employee resource group in Slalom Philadelphia.
- Worked with Microsoft to host and train clients in Microsoft Power BI's Dashboard in a Day.
- Worked with TechGirlz to host an event teaching middle school girls how to use visualizations to tell stories with data.
- Spoke at various data visualization and Tableau user groups in Philadelphia.

TURN 5, INC | MARKETING ANALYTICS LEAD – REPORTING

JANUARY 2017 – MARCH 2018

- Lead and managed marketing data and Tableau reporting including, but not limited to: strategic alignment to channel and departmental goals, reporting strategy, report development, report data accuracy and refresh, back-end efficiency improvements, front-end visualization and usability improvements, and report documentation and governance.
- Maintained relationship with the IT and E-commerce department and worked to maintain databases and keep data clean and efficient. Identified potential issues and discovered opportunities for improvement within marketing data and reporting.
- Managed, maintained, and developed all marketing Tableau workbooks (20+), data sources and folders on Tableau Server.
- Used SQL in Tableau to query data from multiple data sources including, but not limited to: Microsoft SQL Server, Analytics Canvas, Google Analytics, Google Adwords, Bing Ads, Smartsheet, and Facebook.
- Used JIRA and Agile methodology to manage and prioritize all analytics requests from all departments in Turn 5 for the entire analytics team.
- Managed and trained Marketing Analytics Coordinator.

TURN 5, INC | MARKETING ANALYTICS SPECIALIST

JUNE 2014 – JANUARY 2017

- Analyzed, developed, and managed all Excel and Tableau based reporting for marketing channels and Turn 5, Inc.
- Analyzed marketing channel and website data using Google Analytics.
- Worked with IT and E-commerce departments to obtain, maintain, and clean data. Identified potential data issues and created business opportunities and solutions.
- Worked as the liaison between Marketing, E-commerce, and the IT department.
- Performed ad-hoc analysis for other departments as needed such as Product Management, Video, Finance, Accounting, and Supply Chain.
- Assisted the Analytics Manager with any data and analysis projects as needed.
- Managed and trained analytics intern.

BE MARKETING SOLUTIONS | DIGITAL MARKETING INTERN

JUNE 2013 – DECEMBER 2013

- Wrote content and implemented online marketing strategies for clients.
- Managed and implemented online marketing strategies for BE Marketing Solutions.

Skills

LANGUAGES

- Native Spanish and knowledgeable Italian

TECHNICAL LANGUAGES

- SQL, R, Python, C#, HTML, DAX, M

SOFTWARE

- Tableau, Microsoft PowerBI, QlikSense, Snowflake, Microsoft SQL Server Management Studio, Tabular Editor, DAX Studio, ALM Toolkit, JMP, Visual Basic, SPSS, Visio, Excel, PowerPoint, Word, Outlook, Access

WEB TOOLS

- Google Analytics, Google Adwords, Bing Ads, DoubleClick, Custora, Smartsheet, Sprout Social Analytics

Certifications

MICROSOFT CERTIFIED: POWER BI DATA ANALYST ASSOCIATE
TABLEAU DESKTOP QUALIFIED ASSOCIATE

APRIL 2022 – APRIL 2023
DECEMBER 2018 – DECEMBER 2020