




JOHEL DE LA ROCHA MARTINEZ

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 Canoas, Alajuela

PROFESSIONAL SUMMARY

Data Analyst with 3+ years of experience analyzing financial and customer data to drive business insights and decision-making. Skilled in SQL, Power BI, and data transformation, with a strong ability to translate complex business requirements into scalable and reusable data solutions. Experienced in cross-functional collaboration, data quality validation, and building dashboards that enable self-service analytics. Passionate about solving complex problems and delivering high-impact data products aligned with business goals.

PROFESSIONAL EXPERIENCE

IT Technical Support

Empaques Santa Ana

August 2025 - February 2026

- Provided technical support across Windows, Linux, and Mac environments.
- Supported cloud-based services and system monitoring.
- Assisted in network troubleshooting using Cisco Meraki.
- Automated reporting processes using Excel and scripting tools.

Data Entry Specialist (Data Analyst Focus)

EQUIFAX

August 2022 - July 2025

- Analyzed large-scale financial and customer datasets to identify trends, anomalies, and key business drivers.
- Wrote and optimized SQL queries to extract, transform, and validate data from multiple relational sources.
- Developed and maintained interactive dashboards in Power BI and Excel, enabling stakeholders to access self-service.
- Partnered with cross-functional teams to define reporting requirements and align outputs with business needs.
- Performed data validation and reconciliation to ensure data accuracy and consistency.
- Built reusable reporting assets and standardized metrics for ongoing analysis.
- Supported performance tracking and customer analytics initiatives.

TECHNICAL SKILLS

- SQL (joins, aggregations, optimization),
- Power BI, Excel (Advanced), Python (basic),
- Power Query
- Data Cleaning, Transformation, Validation,
- Dashboard Development, Data Modeling (basic)

CERTIFICATIONS

- IT Essentials
- CCNA 1-2
- SQL Server
- Oracle Power BI ETL
- Advanced Excel
- Salesforce
- Tracker / Gemini

EDUCATION

Bachelor's Degree in Systems Engineering (In Progress)
Hispanoamericana University

Associate Degree in Business Informatics
National Technical University

LANGUAGES

- English: Intermediate (Professional working proficiency)
- Spanish: Native

PROJECTS

- Customer Analytics Dashboard
- Built a Power BI dashboard analyzing customer behavior and financial trends.
- Defined KPIs and created reusable reporting structures.
- Delivered insights to support business decision-making simulations.