

# DIEGO ALVAREZ



*Data Analyst  
Business Intelligence  
Market Research  
Full Stack Developer*

## CONTACT INFORMATION:

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## ABOUT ME

I am a seasoned data management and visualization expert, skilled in seamlessly connecting information from diverse sources, both internal and external, to enrich and provide analytical support for corporate decision-making.

In all the companies where I have worked, I have transformed and enhanced the use and valuation of key information. I have simplified and automated the generation of systematic reports, improving quality and delivery times, developing interactive, innovative and intuitive interpretation reports.

**I have very advanced knowledge in MS Excel and programming in Visual Basic for Excel (advanced Macros).**

**In these last years, I expanded my knowledge in Python, Django, Javascript and other programming languages,** which allow me to access databases and other online sources (APIs) and / or web scraping, enhancing the contribution I can make to those who value the use of information and its analysis oriented to key decision making.

## PROFESSIONAL SKILLS

- Analytical Profile.
- Strategic planning.
- Research.
- Team building and training.
- Leadership.
- Commercial Vision.

## PROFESSIONAL CAREER

### DHA DEVS

#### EXTERNAL CONSULTANT AND DEVELOPER, 2020 TO PRESENT

*Cancun, Mexico*

- Web Development (Python, Django, JavaScript) and Web Applications, including Web Scraping/API integration.
- Design, development, and systematization of Business Intelligence and Market Research reports for a prominent media company.
- **Notable Projects:**
  - Developed web applications using Django/Python/JS and designed systematized BI reports for Fox Sports Mexico.
  - Created web software for Nutri Peek, contributing to brand development and website (nutripeek.com.mx).
  - Conducted field research for Chedraui supermarket promotion in Cancun.
  - Designed web pages and marketing plans for local law firms in Cancún (consorciodeabogados.com.mx).

*For more information, visit: [www.dhadevs.com](http://www.dhadevs.com)*

### TV AZTECA QUINTANA ROO

#### BUSINESS INTELLIGENCE AND ACCOUNT MANAGER, 2018-2020

*Cancun, Mexico*

- Managed key accounts and prospects, focusing on clients needing analytical support, including Hertz, Best Day, Grupo Xcaret, Aeromar, and Grand Coral, among others.
- Played a pivotal role in acquiring significant clients by incorporating studies and statistics into negotiations, optimizing audience impact for client investments.
- Enhanced advertising and communication strategies across all platforms (national TV, cable TV, digital, and contact points) and closely monitored campaign progress.
- Achieved remarkable results, overseeing 40% of the company's sales budget within one year, surpassing annual budget expectations by over 50%.

### FOX INTERNATIONAL CHANNELS

#### EXTERNAL BUSINESS INTELLIGENCE CONSULTANT, 2015 - 2018

*CDMX, Mexico*

- Developed and systematized interactive market intelligence reports for Latin America, encompassing proprietary and competitor products, advertising market analysis, and special one-off projects.
- Achieved this by consolidating and standardizing extensive databases from local suppliers across Mexico, Brazil, Argentina, Colombia, Chile, Peru, and Central America.
- Pioneered the consolidation of "multi-country" results for both internal and competitor advertising investments, creating valuable reports for the sales team.

### FOX INTERNATIONAL CHANNELS

#### CONTENT STRATEGY AND RESEARCH DIRECTOR, 2010-2015

*Buenos Aires, Argentina*

- Managed critical market information for various departments, including Content, Advertising Sales, Marketing, Digital, Acquisition, Press/Public Relations, and Senior Management.

## PERSONAL SKILLS

- High sense of commitment.
- Collaborative
- Proactive.
- Adaptable.
- Creative.

## TECHNICAL SKILLS

### MS OFFICE

- MS Excel (Expert)
- MS Power Point (Expert)

### PROGRAMMING LANGUAGES

- Visual Basic for Excel (Expert)
- Javascript (Advanced)
- Python | Django (Advanced)
- API | Web Scrapping (Advanced)

### DATABASES

- SQL (Intermediate)

### MARKET INTELLIGENCE

- Google Analytics
- Tableau

### DESIGN / EDITION

- Figma
- Photoshop

## LANGUAGES

- English: Full Professional Proficiency
- Español: Native

- Conducted ad-hoc market research, combining quantitative and qualitative analysis across the entire region.
- Facilitated collaboration and coordination among brand teams (Fox Channels, FX, Fox Sports, Fox+, National Geographic, and others).
- Established annual KPI objectives, evaluated actions, and determined promotional efforts to meet these objectives.
- Led in-depth competitor analysis
- Supervised a team of 8 professionals
- **Notable Achievements:**
  - Enhanced information quality and introduced new dimensions and variables for analysis.
  - Fostered greater synergy among cross-functional teams and improved interaction with senior management.
  - Implemented programming budget efficiency analysis, resulting in significant cost savings.
  - Significantly improved report quality and delivery times.

## LATIN AMERICA PAY TELEVISION SERVICES

### CONTENT AND RESEARCH STRATEGY MANAGER, 2004 - 2010

Buenos Aires, Argentina

- Responsible for defining and conducting comprehensive quantitative and qualitative market research across the entire region.
- Provided vital support to advertising sales teams throughout the region.
- Played a pivotal role in the successful relaunch of company brands (Movie City, Cinecanal, and The Film Zone).
- Managed a team of 4 professionals.
- **Notable Achievement:**
  - Recognized for professionalizing and enhancing commercial, marketing, and product decision-making through data-driven analysis, resulting in being awarded Market Research management for the entire region, previously located in Atlanta, USA.

## EDUCATION

### Harvard University

[CS50 WEB PROGRAMMING WITH PYTHON AND JAVASCRIPT - 2020/2021](#)



### Harvard University

[CS50 INTRODUCTION TO COMPUTER SCIENCE - 2020](#)



### Universidad Austral Argentina

[PROGRAMA DE FORMACIÓN DIRECTIVA - 2008/2010](#)

### Universidad De Buenos Aires

[LICENCIATURA EN CIENCIAS BIOLÓGICAS - 1998/2001](#)