MARÍA PAZ GARCÍA UMAÑA

ENTRY-LEVEL DATA ANALYST | REPORTING | BUSINESS INTELLIGENCE

San José, Costa Rica | +506 8855 7836 | maripazu03@gmail.com

PROFESSIONAL SUMMARY

Final-year Computer Systems Engineering student (expected graduation: May 2027) with professional experience in Excel, Power BI, reporting and CRM-based information management. Supported CyberBalance with CRM workflows, client records and basic website maintenance, and collaborated with university professors on database and server maintenance projects. Academic knowledge of SQL, relational modeling and analytics. Seeking entry-level data analysis, reporting or business intelligence opportunities.

TECHNICAL SKILLS

Reporting and BI: Microsoft Excel (filters, pivot tables), Power BI, Power Query, KPI tracking, dashboards and reporting.

Databases: SQL; academic exposure to Oracle, SQL Server and MySQL; queries, views and relational modeling.

Academic analytics: Dimensional modeling, data warehousing, data integration and analysis.

Business tools: CRM systems, Microsoft 365, operational documentation and process improvement.

Additional tools: Python fundamentals; Git and GitHub; responsible use of generative AI with human review.

PROFESSIONAL EXPERIENCE

PANAPLAST S.A. | Management, Operations and Digital Support Assistant | Sep 2025 - Present

- Organize operational records and tracking spreadsheets in Excel to support visibility and process follow-up.
- Prepare administrative and operational reports and controls for management activities.
- Follow up on issues involving electronic invoicing, CRM and other business applications.
- Since August 2026, contribute to reviewing digital-channel metrics for multiple company brands.

CORPORACIÓN LATITUD PICK UP | Administrative and Accounting Assistant | Jun 2024 - Sep 2025

- Created and maintained customer, sales and inventory datasets; prepared Excel and Power BI reports to monitor business indicators.
- Used a CRM to track customer requests and support improvements in administrative workflows.
- Assisted with accounting reports, inventory records and operational coordination.

CIELO VERDE SUBLIMACIÓN | Administrative and Marketing Assistant | Mar 2020 - Dec 2023

- Maintained customer and order records in Excel, using filters and pivot tables.
- Supported order tracking and customer inquiries through digital channels.

TECHNOLOGY COLLABORATIONS AND PRACTICAL EXPERIENCE

CyberBalance | CRM and Website Collaboration: Supported organization and updates of client records in the company CRM and assisted with basic website maintenance.

Universidad Fidélitas | University Projects with Professors: Assisted professors with university projects related to databases and supported activities within server maintenance projects.

RELEVANT ACADEMIC PROJECTS

Academic Data Warehouse and Analytics: Worked on dimensional modeling, data integration and analytics coursework focused on business intelligence.

Relational Databases and Applications: Designed relational database exercises using SQL/Oracle queries and views alongside Java and C# academic applications.

- Reto Marte - Universidad Fidélitas: 2nd place in her second participation and 7th place in her first; logical problem-solving under time pressure.

EDUCATION

Universidad Fidélitas, Costa Rica | B.S. in Computer Systems Engineering, in progress | Jan 2024 - May 2027 (expected)

TRAINING AND CERTIFICATIONS

- Cisco Networking Academy coursework: CCNA Introduction to Networks; Switching, Routing and Wireless Essentials; Cybersecurity Fundamentals; Introduction to IoT.
- Scrum Fundamentals Certified (SFC) - SCRUMstudy; Design Thinking - CertiProf.

LANGUAGES

Spanish: native | English: intermediate, actively improving.