

# Brian | BI Developer

## SUMMARY

BI Developer with over 8 years of experience in data analytics, reporting, and modeling across industries such as logistics, distribution, banking, fintech, energy, and manufacturing.

Skilled in Power BI (8 years), DAX, Tableau (7 years), QlikSense (5 years), and Looker Studio / LookML (4 years), delivering robust, high-impact dashboards and analytical solutions. Strong expertise in Azure Cloud services (7+ years), including Azure Synapse, Azure Databricks, Azure Data Lake, and Azure Fabric, as well as extensive experience with Snowflake (4 years), Databricks, and BigQuery.

Proficient in Python and SQL (4+ years), adept in data modeling and CI/CD pipelines using Git and Azure DevOps. Skilled in data visualization, advanced analytics, and increasingly working with TensorFlow and generative AI (2 years), delivering end-to-end, cloud-based BI solutions for enterprise-level organizations.

English proficiency at C1 level.

## CORE SKILLS

- |                 |                      |                |
|-----------------|----------------------|----------------|
| • Power BI      | • Looker ML          | • Azure SQL    |
| • Tableau       | • Qlik Sense         | • Azure cloud  |
| • Qlik Sense    | • Data modeler       | • Azure Fabric |
| • Looker        | • Data Visualization | • Snowflake    |
| • Excel         | • Tensor Flow        | • HubSpot      |
| • Office365     | • Generative AI      | • NetSuite     |
| • Google Suite  | • Google Azure Data  | • MS Dynamics  |
| • DAX           | • Python             | • Zoominfo     |
| • Power Query   | • MySQL              | • Wrike        |
| • Data Studio   | • PostgreSQL         | • Trello       |
| • Azure Synapse | • MS SQL Server      | • D&B Hoovers  |

## WORK HISTORY

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Senior Power BI Developer

August 2024 - Current Date

Proactiviti is a technology consulting firm specializing in nearshore software development, data analytics, and cloud solutions, supporting organizations across the Americas with high-quality, cost-effective digital services.

Project: Operational Analytics & Semantic Model Optimization

- Led the centralization and optimization of semantic data models across key dashboards, embedding standardized business logic and metrics to enable deeper operational insights, improved KPI consistency, and data-driven decision-making across teams.
- Developed complex SQL queries for data extraction and transformations.
- Created and optimized ETL pipelines using Power Query.
- Designed and implemented robust data models and measures in DAX.
- Developed interactive Power BI dashboards with navigation panes and bookmarks.
- Leveraged Azure Synapse, Azure SQL, and SSRS for data processing and reporting.
- Technologies: SSRS, Power BI, Azure Synapse, Azure SQL, Power Query, DAX.

Project: Financial Analytics Dashboard

- Developed a centralized financial reporting solution, integrating data from ERP systems and cloud platforms to provide real-time insights into revenue, expenses, cash flow, and budget compliance. Created a robust data model for period-over-period comparisons and early detection of financial variances.
- Created SQL queries for extracting and preparing data from ERP and cloud sources.
- Developed Power Query ETL pipelines for data integration and cleansing
- Designed and implemented data models and DAX measures for advanced financial analytics.
- Created interactive Power BI dashboards with navigation panes and bookmarks.
- Deployed dashboards and conducted end-user training to enable self-service analytics.
- Technologies used: Power BI, Azure Synapse, Azure Data Lake Gen2, Power Query, DAX, M Language.

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Senior Power BI Developer

*December 2022 - July 2024*

Guggenheim Partners is a global investment and advisory firm with over \$295 billion in assets under management, delivering innovative financial solutions to institutions, governments, and individuals. The firm focuses on addressing complex financial challenges, identifying opportunities, and achieving long-term objectives.

Project: Paginated Reports Suite Development

- Developed a suite of paginated reports for multiple operational departments, streamlining access to critical analytics for approximately 200 daily and weekly users.

Created custom SQL queries and built robust semantic data models to enable standardized, actionable insights across the organization.

- Developed complex SQL queries for data extraction and aggregation.
- Created and optimized ETL pipelines using Power Query.
- Designed and implemented data models and calculated advanced DAX measures.
- Developed interactive Power BI dashboards and configured navigation panes and bookmarks.
- Technologies used: SSRS, Power BI, Azure Synapse, Azure SQL, Power Query, DAX.

Project: Data Modeling Architecture Optimization

- Led an initiative to consolidate and optimize the semantic layer across reports, reducing redundancy and standardizing data logic within fewer, more robust data models. Improved long-term maintainability and enabled more efficient analytics across the organization, setting the foundation for future reporting scalability.
- Created and optimized SQL queries for data ingestion and transformations.
- Developed ETL pipelines using Power Query for data shaping and load.
- Created and implemented data models and DAX measures across consolidated semantic layers.
- Developed Power BI dashboards, including navigation panes and bookmarks for enhanced user experience.
- Deployed and conducted end-user training sessions for stakeholders.
- Technologies used: Power BI, Azure Synapse, Azure Data Lake Gen2, Power Query, DAX, M Language.

## Accelerate360

Senior Power BI Developer

*March 2022 - March 2023*

Accelerate360 is an omnichannel sales, distribution, logistics, marketing, and media company serving retailers and brands across over 56,000 locations. It focuses on General Merchandise, Health, Beauty, and Wellness products.

Project: Actual vs. Budget and Year-over-Year Sales Analysis

- Developed a Power BI solution to analyze current-year sales compared with prior-year performance across key dimensions (weeks, product category, clients, vendors), as well as actual vs. budgeted sales. Created a centralized, interactive Power BI dashboard updated weekly, supporting Senior Management and the Customer Insights Division (~17 stakeholders).
- Created SQL queries for data extraction and preparation.
- Developed ETL pipelines using Power Query.
- Created data models and implemented DAX measures for accurate calculations.
- Developed interactive Power BI dashboards with navigation panes and bookmarks.

- Technologies used: Power BI, Azure Synapse, Azure SQL, Power Query, DAX.

Project: Executive Revenue Report (April 2022 – May 2022)

- Led the design and development of an executive Power BI report to analyze revenue streams across dimensions such as weeks, product category, clients, and vendors. The solution enabled year-over-year and actual vs. budget/forecast comparisons, providing actionable insights for Senior Management and the Customer Insights team (~6 stakeholders).
- Created and optimized SQL queries for data extraction and preparation.
- Developed ETL pipelines using Power Query.
- Created robust data models and implemented advanced DAX measures.
- Developed interactive Power BI dashboards with navigation panes and bookmarks.
- Deployed final dashboards and conducted end-user training.
- Technologies used: Power BI, Azure Synapse, Azure SQL, Power Query, DAX.

## Source Alliance

### Senior Data Analyst

*February 2022 - February 2023*

Source Alliance is part of a private equity firm (Water Street) supporting a centralized procurement team for 32 portfolio companies across Healthcare, Logistics, and Manufacturing. The role focused on standardizing and visualizing spend and savings data to enable cost optimization across the portfolio.

Project: Spend Cube Report (March 2022 – April 2022)

- Rebuilt an existing, fragmented spend report into an interactive, user-friendly Power BI dashboard. Developed robust data models and measures to enable spend analysis across categories, vendors, and product lines, with weekly performance tracking. The solution was adopted by approximately 43 stakeholders across the central procurement team, senior management, and portfolio company procurement analysts.
- Normalized and translated multi-source Excel/CSV files.
- Created SOPs for recurring data refresh and maintenance.
- Developed ETL pipelines using Power Query.
- Designed data models and implemented advanced DAX measures.
- Created interactive Power BI dashboards with navigation panes and bookmarks.
- Deployed dashboards and conducted end-user training.

Project: Savings Cube Report (May 2022)

- Developed a Power BI solution to measure and showcase cost savings achieved through central procurement negotiations and rebate programs. Created a consolidated view of savings across categories and vendors, allowing senior stakeholders (~11 people) to track results on a monthly basis.

- Normalized and translated multi-source Excel/CSV files.
- Created SOPs for recurring data refresh and maintenance.
- Developed ETL pipelines using Power Query.
- Created data models and implemented advanced DAX measures.
- Developed interactive Power BI dashboards with navigation panes and bookmarks.
- Deployed dashboards and conducted end-user training.
- Technologies: Power BI, Power Query, DAX, Excel.

## JS Held

### Senior BI Analyst

*November 2021 - Present*

JS Held is a global consulting firm with operations in over 43 countries, providing expert assessments for insurance, valuations, claims, and risk management. Engaged under the Finance Department to deliver analytics and reporting support for the Business Development and Marketing teams.

#### Project: Rebuilding of Legacy Reports (December 2021 – February 2022)

- Led the redesign and consolidation of 12 legacy, table-based reports across areas such as revenue analysis, project classification, customer retention, and year-over-year trend reporting. Created a streamlined suite of 5 Power BI dashboards with a highly visual, user-friendly design, significantly increasing adoption and engagement across the organization (~430 stakeholders), including Senior Management, Business Development, Marketing, and initiative leads.
- Gathered and prioritized requirements from multiple stakeholders.
- Developed optimized SQL queries for data extraction and transformation.
- Created ETL pipelines using Power Query and implemented Power BI dataflows.
- Designed and implemented data models and advanced DAX measures for multi-dimensional analytics.
- Created interactive Power BI dashboards with navigation panes and bookmarks.
- Developed calculated columns and feature engineering for enhanced analytics.
- Deployed dashboards and conducted end-user training and enablement sessions.
- Technologies used: Power BI, Azure SQL, Power Query, DAX, M Language, Power BI Dataflows.

## Cargobot

### Head Data Analyst and Strategic Developer

*March 2018 - March 2022*

Cargobot is a Miami-based startup in the inland freight logistics industry, facilitating load transactions between independent truck owners/small fleets and companies across the U.S. The company operates in both FTL and LTL modalities (Full Truckload and Less-than-Truckload).

Project: Financial KPIs and Customer Retention Analysis

- Developed a comprehensive reporting solution to support a Series B funding round, delivering actionable analytics and dashboards for prospective venture capital investors. Created a robust Power BI report to highlight critical metrics, including CAC, churn rates, retention rates, and LTV, complemented by a detailed cohort analysis and customer segmentation dashboards.
- Gathered requirements from multiple stakeholders.
- Developed optimized SQL queries for data extraction and preparation.
- Created ETL pipelines using Power Query.
- Designed and implemented data models and advanced DAX measures.
- Created interactive Power BI dashboards with navigation panes and bookmarks.
- Developed calculated columns and implemented feature engineering for enhanced analytics.
- Deployed dashboards and conducted end-user training and enablement.
- Technologies used: Power BI, MS SQL Server, Power Query, DAX, M Language, Excel.

## EDUCATION

University Name

Bachelor's Degree in Classical Humanities

2010 - 2014

## COURSES

SQL-MySQL for Data Analysis and Business Intelligence

Udemy

2022

Mastering DAX Calculations in Power BI

Udemy

2022

Data Analyst Associate with Qlik Sense

Udemy

2021

Data Analysis and Visualization with Excel

Udemy

2021

Data Analyst Associate with Power BI

Udemy

2020

Data Visualization Specialist with Tableau

Udemy

2020

## **LANGUAGES**

Spanish: Native

English: C1