



Ivan Bencomo

SENIOR DATA ANALYST

CONTACT



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CORE SKILLS

- Advanced SQL query development (Snowflake, SQL Server)
- BI tools: Looker / LookML, Highcharts
- Programming: Python (Pandas, NumPy)
- Analytics platforms: GA4, EZOIC
- Data integration via APIs and ETL pipelines
- Experience with Zendesk analytics and email engagement measurement
- Strong communicator with cross-functional teams

EDUCATION & CERTIFICATIONS

- Diploma in Network Systems Management/ Nueva Escuela Tecnológica
- Applying Advanced LookML Concepts in Looker/Google
- Applied Data Science with Python/University of Michigan
- Developing Data Models with LookML/Google Cloud Training Online
- LookML Developer/Udemy
- Google Data Analyst/Google
- APIs in PHP/Udemy
- API Designer/API Academy
- PHP 8 y MYSQL Advanced/Udemy
- SQL-Consultas en Microsoft SQL Server/Udemy
- Social Success at Work/LinkedIn
- Google Analytics Certification/Google Digital Academy

ABOUT ME

Senior Data Analyst with a strong background in SQL, data analytics, and dashboarding, experienced in working with large datasets and modern analytics tools. Proven ability to integrate data from multiple sources and translate complex information into actionable insights that drive business decisions.

WORK EXPERIENCE



Senior Data Analyst *Zeeto Group Dec 2022 - Jan 2026*

Senior Data Analyst supporting publisher and advertiser operations, specializing in data quality, risk management, and performance analytics. Expert in SQL, Looker/LookML, and Python, with hands-on experience analyzing ROI, CPA, CPC, and monetization metrics to ensure accurate, sellable data and informed business decisions.



CX Analyst *Conecta May 2022 - Nov 2022*

CX Analyst for enterprise merchants at a leading payment platform, focused on risk analysis, payment validation (SPEI/Banxico), API integrations, and data-driven CX reporting.



Customer Analyst *ForceManager Feb 2022 - May 2022*

In my role at ForceManager, I focused on optimizing CRM functionalities by addressing customer tickets and utilizing SQL for data analysis. My responsibilities included troubleshooting issues and updating CRM data to enhance user experience for clients across Europe and Latin America. This position allowed me to develop strong analytical and programming skills while supporting a dynamic startup environment.



Professional Analyst *American Express Mar 2021 - Feb 2022*

At American Express, I honed my skills in data analysis and governance, focusing on delivering exceptional service. My role involved utilizing Power BI, SQL, and Python for data manipulation and exploratory analysis, ensuring that both major clients and everyday customers received tailored insights. This experience has significantly shaped my professional approach to data-driven decision-making.



Customer Advocate *AT&T Feb 2018 - Feb 2021*

In my role at AT&T, I thrived as a Customer Advocate, engaging with clients to ensure their needs were met and satisfaction was achieved. I adapted services to enhance customer loyalty and managed multiple inquiries simultaneously, showcasing my ability to multitask effectively in a dynamic call center environment. My experience with SQL and Salesforce further strengthened my technical skills.