



CONTACT

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LANGUAGES

Spanish — Native
English — Professional (advanced)

SOFT SKILLS

- Communication
- Cross-functional work
- International teams
- Analytical thinking
- Results-driven

TECHNICAL SKILLS

Data Analytics: Python, SQL, PySpark, dbt, Kafka

AI & ML: Machine Learning, predictive analytics

BI & Visualization: dashboards, data visualization, SAP Analytics Cloud (in training)

Infrastructure: Docker, Git, Linux, APIs

Market Intelligence: trends, competitors, market research

Finance & Costs: cost analysis, auditing, internal controls

KPIs & OKRs · Executive reporting

EDUCATION

BootCamp Data Science & ML
4Geeks Academy · 2026

MSc Big Data & Cloud
EDEM Business School · 2025–2026

MSc Neuromarketing
UNIR · 2020–2021

BSc in Business
Universidad Nueva Esparta · 2015–2019

FRANCISCO ÁLVAREZ VARAS

Data Engineer (GCP) | Python · SQL · dbt · Airflow | MSc Big Data & Cloud, EDEM

PROFILE

Data professional with a background in Data Science (MSc in Big Data & Cloud, EDEM; Data Science & Cloud Master) and over 3 years of experience working with data in business settings. My work spans analytics (Python, SQL, dashboarding and reporting automation), market research, competitive analysis and financial control. Bilingual in Spanish and English, with experience presenting data findings clearly to international teams

PROFESSIONAL EXPERIENCE

Freelance Consultant — Data, Marketing & Administration · Mar 2025 – Sep 2025

Analyzed traffic and on-site behavior for 4 small-business clients using Hotjar and Google Analytics, identifying pages with high traffic and zero user interaction, a signal of disengagement between acquisition and content relevance. Formalized 6 internal processes, each implemented and adopted over a 3–4 month rollout, and built sales/traffic dashboards in Looker Studio

Data Analyst (SEO & CRO) — GrowBarato SL · Apr 2023 – Oct 2024

Analyzed e-commerce data using Python and the Google Search Console API. Designed A/B tests and improvements that increased organic traffic by 14.3%. Automated reporting and built KPI dashboards.

SEO/SEM Data Analyst — RANKTOP · Jun 2022 – Dec 2022

Produced performance reports with Google Analytics, Search Console and SEMrush for projects. On-page optimization and metrics analysis.

Consumer Research (Neuromarketing) — Neurocatching Feb 2022 – Jul 2022

Intern focused on biometric analysis (Eye-Tracking and Facial Coding) to decode consumer psychology and translate it into user-centered SEO and UX strategies.

Earlier Career (2014–2022) — Marketing & Administration Aug 2014 – Jan 2022

Career across companies in a range of industries (manufacturing, hospitality, FMCG, financial services).

Marketing: Coordinated multichannel advertising campaigns, social media management, market and competitor analysis, market research using quantitative, qualitative and neuroscientific methodologies.

- Altaplast C.A. (Marketing Coordinator)
- Porvenir (Market Research Specialist)
- British American Tobacco (Marketing Intern)

Administration & Finance: CRM management, executive coordination, accounting records, financial and operational audits, internal controls assessment.

- Altaplast C.A. (Administrative Assistant / Accounting Rep)
- Hoteles Cumberland (Junior Internal Auditor)