

# Cristian A. Castillo

## Data Analyst

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## TECHNICAL SKILLS

SQL, PostgreSQL, Microsoft Excel (Pivot Tables, data analysis), Tableau, R, Web Development, Software Development, Python, JavaScript, HTML5, CSS3, PowerPoint, Database design, Big data, Ad hoc query

## EXPERIENCE

Product Data Analyst, Unilog Content Solutions LLC, Remote  
August 2021 - Present

- Cleaned, validated, and segmented product data for multiple clients in various industries within the E-commerce space
- Conducted thorough research and quantitative analysis to identify and resolve discrepancies, errors, and inconsistencies in product information in real-time
- Developed and maintained data standards and refined data quality processes to improve data accuracy, completeness, and consistency, resulting in a significant reduction in errors and improved data quality
- Collaborated with cross-functional teams to gather and analyze data, identify trends, and provide actionable insights to support business decisions and improve product performance
- Utilized advanced Excel functions and tools to extract, transform, and load data, and to create and maintain complex reports and dashboards
- Tested the eCommerce front-end display of product data and ensured consistent data throughout the entire data pipeline
- Tracked and analyzed data quality trends and common problems, and recommended long-term process and technology changes to address root cause
- Trained and supported end-users on the PIM, and refined training materials for content creation teams
- Provided PIM/MDM and eCommerce support for related data applications
- Reviewed and confirmed the entire data pipeline ensuring data is delivered into the PIM and related systems

Technical Support/ Jr. Web Developer, MouthWatch LLC, Metuchen, NJ  
2020 - 2021

- Aided in project development from inception to deployment, and collaborated with project managers to perform analysis that identified opportunities to increase customer retention resulting in a boost to yearly sales revenue by \$230k

- Analyzed user needs to determine functional and cross-functional requirements, and wrote detailed, functional, and technical requirements that led to new project implementation
- Defined business needs for new and/or enhanced products, services, and gap identification for optimized business processes
- Developed root cause reports addressing problems with customer conversions, successfully revealing insights that boosted conversions by 20%
- Assisted in planning and coordinating development efforts, including research strategy, requirements development, and teamwork coordination

**E-commerce Specialist, Grant Supplies, Teaneck, NJ**  
**2018 - 2020**

- Provided timely and effective resources to customers, enhancing their digital experience with the organization and ensuring that all engagements ended with positive and productive feedback
- Managed the digital presence of the organization, updating the product inventory on the website, managing customer reviews on TrustPilot and other outlets, and enhanced the website with additional functionality and plugins
- Responded to just under 200 calls/emails per day regarding various electrical and plumbing equipment and product inquiries, placing customer orders, processing RMAs and returns, managing customer orders through Amazon, and providing lead times to orders
- Assisted high-end clientele, focusing on conflict resolution and customer support to ensure the longevity of key-customer relationships

## **EDUCATION**

**Passaic County Community College, Paterson, NJ**  
**Marketing**

## **SKILLS**

**Problem-solving, Database management, Data analysis, Consumer research, Fast-paced execution, Business strategy, Business analysis, Leadership, KPI analysis, Finance, Collaboration, Development, Design, Data sets, Product development.**