

Camila Santelices Ahumada

Data Visualization Engineer

BI Analyst & Consultant

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PROFESSIONAL SUMMARY

Finance professional transitioned into a BI Consultant and Data Analyst with over 5 years of experience leading End-to-End analytics projects for the corporate sector. Specialist in Tableau and Power BI ecosystems, with a strong focus on ETL automation, server migration, and UX/UI design for Embedded Analytics. I stand out for my role as a technical trainer and Data Literacy lead, ensuring tool adoption across large organizations. I combine my financial background with technical expertise (SQL, Python, Databricks) to translate complex requirements into strategic solutions that drive operational efficiency.

PROFESSIONAL EXPERIENCE

Backspace SpA (IT Consulting) Data Visualization Engineer / BI Consultant | 2021- Jun 2025

- **Visual Development & Migration:** Led the technical migration of 200+ server reports and developed 50+ highly complex corporate dashboards in Tableau and Power BI, improving information access times and standardizing Enterprise-level reporting.
- **Data Literacy & Training:** Designed and executed data literacy programs, acting as the lead Tableau instructor for over 150 professionals across strategic clients, achieving high tool adoption rates within business teams.
- **Strategic Consulting:** Conducted requirements gathering and consulting on BI tool optimization, implementing Embedded Analytics solutions that improved clients' operational efficiency.
- **Data UX/UI Design:** Implemented visual design principles and corporate templates to ensure data products were intuitive, scalable, and decision-oriented.

Geogrow SpA Finance & Administration Manager | Dec 2018 - Jul 2020

- **Financial Analysis:** Managed and analyzed financial and accounting data, structuring key information for executive decision-making.
- **Capital Raising:** Created reports, established financial KPIs, and built financial models that supported capital raising processes, connecting operational metrics with business outcomes.

TECHNICAL SKILLS

- **Visualization & BI:** Tableau (Desktop, Prep, Server), Power BI, DAX, Data Storytelling, Dashboard Design (UX/UI).
- **Data Prep & ETL:** SQL, Tableau Prep, Power Query, Data Modeling, Data Cleaning & Transformation.
- **Programming & Platforms:** IDE Environments, Databricks, Python, Prompt Engineering, WordPress, SAP, APIs.
- **Business Domain:** Corporate Finance, Financial KPIs, SaaS Models, B2B Analysis.

CERTIFICATIONS

- Tableau Desktop Specialist, Tableau (Salesforce)
- Data Analysis and Visualization with Power BI, Microsoft
- Google Prompting Essentials (4-Course Specialization), Google
- Python Programming Fundamentals, Microsoft
- SQL: A Practical Introduction for Querying Databases, IBM
- BI Essentials for Finance Analysts (Power BI Edition), Corporate Finance Institute (CFI)

EDUCATION & LANGUAGES

- Bachelor's Degree in Business Administration (Finance Focus), Inacap University.
- Languages: English (Advanced C1) | Spanish (Native).