

Oscar Sebastian Castro Cruz

Vancouver, BC, Canada | castrooscar80@gmail.com | +1 (672) 338-0801 | <https://linkedin.com/in/oscar-castro-cruz>

PROFESSIONAL SUMMARY

Data Analytics & Engineering student (CCTB, Vancouver) with 3+ years of hands-on experience in data analysis, business intelligence reporting, and digital marketing performance analytics. Proficient in SQL, Python, and Power BI, with demonstrated ability to build end-to-end data pipelines and translate complex datasets into actionable business insights. Background spans programmatic campaign analytics, operational data validation, and stakeholder reporting across cross-functional teams. Bilingual (English/Spanish), highly adaptable, and eager to contribute to data-driven decision-making in a fast-paced programmatic advertising environment.

TECHNICAL SKILLS

Languages: SQL, Python, JavaScript, HTML, CSS, Node.js

Data & BI Tools: Power BI, Tableau, Google Data Studio, Excel (Advanced)

Databases: PostgreSQL, MongoDB, MySQL, NoSQL

Cloud & Infrastructure: AWS, Oracle Cloud, Linux (Ubuntu), Virtual Machines

Marketing & Analytics: Google Ads, Meta Ads, HubSpot, Hootsuite, SEO, Email Marketing

Other Tools: Jira, Postman, Figma, Adobe Suite, Odoo

PROFESSIONAL EXPERIENCE

QA Tester | [Experteam Cía. Ltda.](#)

Feb 2025 – Oct 2025

Remote / Ecuador

- Wrote and executed SQL queries to validate database integrity across scheduled software releases, ensuring data accuracy before production deployment.
- Tested and verified API communication between software modules and third-party tracking systems using Postman, reducing post-release defects.
- Conducted manual and automated testing (UAT/TAT) following user requirements, logging and tracking defects through Jira in an Agile/Scrum environment.
- Reported daily and weekly testing progress to technical leads and stakeholders, translating technical findings into clear, actionable summaries.

Marketing Supervisor | [Multicourier](#)

Feb 2024 – May 2024

Quito, Ecuador

- Managed monthly digital marketing budget of \$200 USD, planning and executing 8–9 targeted campaigns per month across Instagram, TikTok, and Google Ads.
- Delivered weekly and monthly performance reports using Power BI and Excel, tracking KPIs including reach, engagement, traffic, and lead conversion — benchmarked against prior periods.
- Achieved 4,000+ new Instagram followers and 5,000+ TikTok followers from a single seasonal campaign (Christmas/Valentine's), with content reaching 1M+ views and ~600 shares.
- Drove a 20–30% increase in website traffic through integrated SEO and paid media strategies, generating 20 qualified leads converted to new customers.
- Conducted competitive market research and developed brand positioning strategies, presenting recommendations to senior management.

Operations Auxiliary | [Multicourier](#)

Aug 2023 – May 2024

Quito, Ecuador

- Managed customs declarations, shipment tracking, and international supplier coordination using Ecuapass and Helga operational platforms.

- Maintained Excel-based operational records and ensured data accuracy across logistics documentation and client management workflows.

Community Manager | [Trading Express & Multicourier](#)

2020 – 2022

Quito, Ecuador

- Planned and executed organic and paid social media campaigns across multiple platforms, growing brand presence and audience engagement.
- Produced weekly analytics reports on campaign performance, identifying trends and presenting data-driven recommendations to stakeholders.

Freelance Designer & Web Developer | [Self-Employed](#)

2019 – Present

Remote

- Designed and developed client websites (WordPress, HTML/CSS, Node.js), managing full project lifecycle from requirements gathering to delivery.
- Built a personal financial tracker: a Python-powered ETL pipeline that ingests raw expense data from Excel, applies a trained categorization model across 10+ categories, and outputs structured data visualized in a Power BI dashboard — end-to-end personal BI solution.
- Deployed and managed cloud and local databases (PostgreSQL, MongoDB) on AWS, Oracle Cloud, and Linux VMs; administered game and web servers, developing hands-on infrastructure and data management skills.

EDUCATION

Diploma — Data Engineering & Analytics | [Canada College of Technology and Business \(CCTB\)](#) 2024 – Present

Vancouver, BC, Canada

- Coursework: SQL, NoSQL, PostgreSQL, Python for Data Analysis, Statistics, Power BI, Linux, Data Pipelines, Database Security & Cybersecurity.
- Capstone project: Multi-source Tableau dashboard integrating 3 Excel datasets to visualize US order distribution by state, product category, and regional profitability — including calculated fields, geographic filters, and KPI indicators.

Bachelor of Business Administration | [Universidad de las Américas \(UDLA\)](#)

2020 – 2024

Quito, Ecuador

- GPA: 3.5/4.0 | Concentration: International Business & Marketing
- 3rd Place — Inter-Institutional Business Simulation Competition; led a team competing against multiple universities in a real-world business creation challenge, developing go-to-market strategy, financial projections, and pitch presentation.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Google Cybersecurity Certificate — Google / Coursera	2024
Data Analytics — Udemy	2024
Power BI — Data Visualization — Udemy	2023
Fundamentals of Predictive Project Management — Project Management Institute	2023
Introduction to IoT — Cisco	2023
Financial Markets — Coursera / Yale University	2023
Business Strategy — Coursera	2023
Marketing & Public Relations — Hubbard	2022

LANGUAGES

Spanish (Native) | **English** (Fluent) | **French** (Beginner) | **Japanese** (Beginner)