

Analyst
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United Kingdom

Abel Hernández García



Profile

Passionate about **data visualisation** and **pattern analysis**, I leverage the transformative potential of data to optimise business operations. With experience in analytics tools, proficient in **R**, **Tableau**, **Power BI**, **SQL**, as well as **Google Analytics** and AI graphic tools such as generative fill on Photoshop and Midjourney. I am committed to enhancing business performance through advanced data analysis and the strategic application of **AI** and emerging technologies.

Employment History

Data Analyst at Hegamex, Mexico (Remote)

04/2022— 01/2024

- Applied **data mining** strategies by leveraging user interactions across our website and social media platforms, enhancing customer insights.
- Conducted data **analytical strategies** that led to the identification and capitalization of key business opportunities, resulting in a measurable increase in sales efficiency and revenue growth.
- Applied advanced analytical techniques to model and **forecast trends**, driving strategic decision-making.

Marketing and Web Analyst at Hegamex, México

04/2021— 04/2022

- Employed **heat maps** to analyse user engagement on our website and conducted **A/B testing** in Google Ads to subsequently analyse performance.
- Analyzed user behavior through various analytics tools, including **Google Analytics**, to inform and refine digital marketing strategies.

Founder & Director at Lanzup, Guadalajara, México

01/2020—09/2022

- Founded and grew a start-up facilitating the entry of Mexican products into North American markets navigating cross-border e-commerce platforms and customs regulations to grow international sales.
- Applied comprehensive **data visualization** techniques to provide actionable insights to producers, boosting their product presence and aligning with market demands, evidenced by a 30% increase in customer satisfaction ratings.

Import/Export Operations at Hegamex, Mexico

01/2019— 04/2021

- Managed import operations ensuring customs compliance and accurate tariff classification. Coordinated customs documentation, liaised with agents and suppliers, and applied Incoterms to optimise supply chain costs and efficiency.

Software Skills

Advanced Excel / Google Sheets

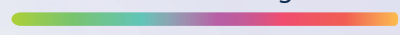
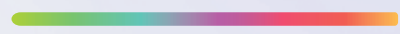
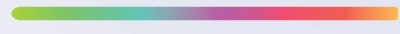


Tableau / Power BI



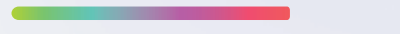
Data Mining Techniques



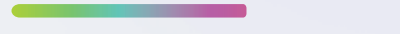
Google Analytics (GA4)



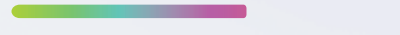
R Programming and RStudio



SQL (Structured query language)



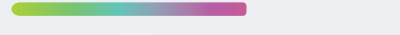
Machine Learning Techniques



RapidMiner



IBM SPSS



More Skills

Photoshop and Generative Fill (AI)

PPC / Google Ads / Meta Ads

Business Intelligence

Communication Skills

Statistical Analysis

Salesforce

Wix Platform

Languages

Spanish - Native speaker

English - Highly proficient

Courses

GIS, Mapping, and Spatial

Analysis (University of Toronto)

- Online, In process

Education

MSc. Business Analytics and Big Data, University of Liverpool, United Kingdom

09/2022 - 09/2023 - Overall Grade: Upper Second-Class Honours (2:1)

BA. Business Creation and Development, Tecnológico de Monterrey, México

08/2015—05/2019 - Highest Grade Point Average for the August-December 2018 Semester

Community Leadership / Voluntary Contributions

Chair of Young Entrepreneurs Commission at Industrial Coordination Council Altos Sur (CCIAS), Jalisco, Mexico

07/2021— 09/2022

- Led the commission focused on promoting development and integration of young entrepreneurs within the regional business ecosystem.
- Developed and maintained strategic relationships with educational institutions, governmental bodies, and the private sector to drive entrepreneurship initiatives.
- Actively participated in the council's strategic planning, proposing and implementing projects that increased visibility and impact of the regional business ecosystem.

Founding Member and President of the First Official LGBT Rights Student Group, Tecnológico de Monterrey, Campus Guadalajara, Mexico

08/2017— 11/2019

- Initially joined as a founding member and later elected as President, leading the first officially recognised student group advocating for LGBT rights at the campus.
- Pioneered a supportive space for dialogue and advocacy within the university community, significantly contributing to raising awareness and fostering inclusivity.
- Organised and led a variety of initiatives, including conferences, activations, and workshops, to educate the campus on LGBT issues and promote a culture of respect and equality.
- Collaborated with university administration to develop and implement policies aimed at creating a more inclusive environment for LGBT students, resulting in tangible improvements.

