

DANIEL GUZMAN

321-200-9991 | Daguzman87@gmail.com | Orlando, FL
Data Analyst

PROFESSIONAL PROFILE

Engineer and developer at heart with a specialization in building scalable, efficient, and automated data systems. Expert at navigating large-scale technical concepts through systemic design and granular data-driven decisions. Proven expertise in the Azure Data Suite, SQL, and Intelligent Automation (n8n/RPA). Highly effective at translating complex datasets into actionable business insights and high-fidelity technical implementations.

CORE SPECIALIZATIONS

Data & Analytics: Azure Data Factory, SQL (T-SQL/SSMS), ETL/ELT Pipelines, Power BI.

Automation & AI: n8n, Automation Anywhere (RPA), Python, API Integrations, Autonomous Agents.

Systems & Method: Salesforce CRM, JIRA, Requirements (BRD/FRD), UAT, Case Mitigation.

PROFESSIONAL EXPERIENCE

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| Data Engineer
<i>POOLCORP</i> | Jan 2024 – Present
<i>Orlando, FL</i> |
| <ul style="list-style-type: none">• End-to-End ETL/ELT: Architecting robust data pipelines to ensure high-fidelity delivery, optimizing data flow between diverse environments for enterprise-wide downstream analytics.• Cloud Orchestration: Developing and managing complex integration workflows in Azure Data Factory, enabling seamless data movement and automated transformations.• System Reliability: Streamlined data processes to actively mitigate and reduce CRM cases for the department, significantly improving support response times and system uptime.• Logic & Optimization: Designing advanced stored procedures and T-SQL logic to maintain peak database performance and system integrity. | |
| Sales/Operations Analyst
<i>Sub-Zero Group, Inc.</i> | 2022 – 2023
<i>Orlando, FL</i> |
| <ul style="list-style-type: none">• Enterprise Reporting: Engineered PowerBI dashboards utilized by regional directors to track \$100M+ in annual sales, improving forecast accuracy by 12% through advanced data modeling.• Partnership Development: Cultivated and maintained strategic trade partner relationships to foster long-term collaboration, brand loyalty, and mutual business growth.• Logistics Coordination: Managed end-to-end logistics operations, ensuring efficient coordination, tracking, and delivery of luxury product lines.• Data Management: Utilized ETL processes for comprehensive financial and inventory reporting, improving company-wide communication and reporting quality. | |
| Business Development Manager
<i>Horizons Healthcare Agency</i> | 2022 – 2023
<i>Orlando, FL</i> |
| <ul style="list-style-type: none">• Optimized business operations and CRM data protocols to increase lead conversion rates by 25% and reduce administrative lead times. | |
| Operations Specialist
<i>Houghton Mifflin Harcourt</i> | 2022
<i>Orlando, FL</i> |
| <ul style="list-style-type: none">• Leveraged Salesforce CRM and RPA software to automate appointment scheduling and manage large-scale data validation tasks. | |

CERTIFICATIONS

Automation Anywhere Advanced RPA Professional, SQL for Data Science (Specialization), Advanced Excel, SQL, and Python.