

# Jomar Pajenago

Data Analyst | Data Entry Specialist

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## Professional Summary

Data Analyst / Data Entry Specialist supporting reporting and dashboard development for legal and operational teams. Builds Power BI dashboards connected to BigQuery data sources to track KPIs, performance metrics, and trends. Focuses on data validation, clear visualization, and reliable reporting to support decision-making in remote environments.

## Core Skills

- Marketing and e-commerce performance analytics (ROAS, CAC, AOV, revenue trends)
- Dashboard development and KPI reporting (Google Sheets, Looker Studio, Power BI, Tableau)
- Advanced Google Sheets analysis (pivot tables, lookups, formulas, charts)
- Data cleaning, normalization, and validation across large datasets
- Marketing data analysis across paid media, email, and web analytics sources
- Revenue and campaign performance monitoring and reporting
- SQL-based data querying and transformation for analytics reporting
- Data quality assurance and reporting accuracy validation
- Analytics workflow automation using Python and JavaScript
- Documentation of data sources, reporting logic, and internal SOPs
- KPI definition and metric standardization across teams
- Cross-functional reporting support for marketing and operations teams

## Work Experience

### BI Developer | Law Firm | Remote | Aug 2025 – Feb 2026

- Built and maintained Power BI dashboards for a law firm to support operational and performance reporting.
- Designed visual reports showing firm-wide, attorney, and paralegal metrics such as case counts, client recovery, NPS live and final scores, rates, and CAQs.
- Connected Power BI reports to BigQuery datasets prepared by the automation team, focusing on accurate model usage rather than data ingestion.
- Validated metrics and calculations to ensure consistency across dashboards and reporting views.
- Translated raw tables into clear charts and scorecards used by legal and operations teams for monitoring performance.
- Performed data checks to confirm completeness and accuracy before publishing dashboards.
- Updated dashboards regularly to reflect new records, changes in KPIs, and reporting requirements.

- Worked closely with stakeholders to adjust visuals, filters, and layouts based on reporting needs.
- Documented metric definitions and dashboard logic to support clarity and reuse.

#### **Data Analyst | E-Commerce Company | Remote | Jan 2025 – Oct 2025**

- Pulled daily, weekly, and monthly performance data from Shopify, marketing platforms, and analytics tools to support revenue and campaign reporting.
- Cleaned, normalized, and validated large product, customer, and marketing datasets to ensure consistent reporting across teams.
- Built and maintained dashboards in Google Sheets and BI tools to track revenue trends, campaign performance, and customer behavior.
- Prepared and organized reporting datasets for centralized dashboarding and marketing performance analysis.
- Monitored key e-commerce and marketing KPIs including revenue, conversion rate, ROAS, AOV, and campaign performance metrics.
- Maintained regular reporting for marketing activities including paid media, email campaigns, and organic channels.
- Implemented data quality checks to ensure accuracy and reliability of reports used by marketing and operations teams.
- Documented data sources, reporting logic, and dashboard structures to support internal reporting processes and team collaboration.

#### **Data Analyst (E-Commerce & IT Marketing Analytics) | IT / Marketing Analytics | Remote | Mar 2025 – Dec 2025**

- Automated data cleaning and reporting workflows using Python and JavaScript.
- Performed web scraping of e-commerce and marketing data sources.
- Built dashboards tracking CVR, ROAS, ad spend, revenue, and AOV.
- Delivered daily, weekly, and monthly performance reports for marketing teams.
- Supported campaign optimization through clear and consistent analytics outputs.

#### **BI Developer (Cloud & Enterprise BI) | Enterprise / Cloud Analytics | Remote | May 2025 – Jun 2025**

- Created and maintained Tableau dashboards for enterprise reporting needs.
- Queried and transformed large datasets using SQL in Azure Databricks.
- Optimized reporting pipelines to improve performance and reliability.
- Defined KPIs in collaboration with stakeholders and business teams.
- Ensured accurate and consistent data delivery across reporting tools.

#### **Data Analyst (Financial Data & Research) | Fintech | Remote | Apr 2024 – Jul 2025**

- Annotated, validated, and structured financial datasets using Python and SQL.
- Prepared clean datasets for analytics, modeling, and AI training purposes.
- Conducted ad-hoc research to support risk evaluation and market insights.
- Automated data validation tasks to improve accuracy and consistency.

- Supported internal teams with reliable and well-documented datasets.

#### **Data Analyst (Customer & Operations Analytics) | IT Company | Remote | Apr 2024 – Nov 2024**

- Built dashboards monitoring sales performance, churn rate, and customer satisfaction.
- Analyzed customer feedback to identify trends and operational issues.
- Prepared and managed datasets using SQL and Google Apps Script.
- Supported retention strategies through recurring performance reporting.
- Assisted operations teams with data-driven insights for decision-making.

#### **Administrative Assistant | City Government of Antipolo | Nov 2020 – Aug 2024**

- Encoded and validated operational data submitted by multiple departments using approved formats.
- Reviewed datasets for completeness and accuracy prior to reporting and archival.
- Corrected inconsistencies by coordinating directly with submitting teams.
- Maintained structured digital records used for internal monitoring and compliance checks.
- Supported summary reporting by consolidating encoded data into usable formats.
- Followed data privacy, retention, and records management standards.

#### **Education**

- Bachelor of Public Administration – Polytechnic University of the Philippines – Open University
- Associate in Computer Science – Datamex Institute of Computer Technology – Antipolo, Rizal

#### **Certifications**

- Data Analysis Using Python
- Python for Data Science
- Data Science Foundations – Level 1