

Ingrid Martinez

Data Analyst | Business Intelligence | Sales Operations

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Profile

Data analyst with 12 years of B2B commercial experience across SaaS, steel and FMCG. I bring commercial judgement built by owning pipeline, portfolio performance, delinquency and forecasting as business problems, combined with a technical foundation built through formal training, public portfolio projects and current freelance AI data quality work. Comfortable presenting findings to technical and non-technical stakeholders in English and Portuguese.

Technical Skills

Data: SQL, Python (Pandas, NumPy, Scikit-learn, XGBoost, Matplotlib, Seaborn), Power BI, DAX, Excel, Git, Jupyter
Methods: Exploratory data analysis, regression modelling, classification, K-Means clustering, churn prediction, feature engineering, model evaluation (ROC-AUC, SHAP)
Commercial: Pipeline and portfolio management, forecasting, account performance analysis, credit and risk management, procurement, stakeholder reporting

Professional Experience

AI Data Quality Analyst (Freelance) 2025 - Present

TELUS Digital, Mercor and DataAnnotation | Remote

- Evaluate AI model outputs against detailed rating guidelines for global technology companies.
- Maintain high consistency scores across structured evaluation tasks and ambiguous edge cases.

Team Leader Aug 2026 - Present

Costa Coffee | Kilkenny, Ireland

- Open and close the store following operational and cash handling procedures, and reconcile cash at end of shift.
- Coordinate daily operations and guide team members during service. Barista in the same store from Sep 2024 to Jul 2026, promoted internally.

Key Account Manager Jun 2022 - Apr 2023

Cobli, B2B SaaS fleet management | Sao Paulo, Brazil (Remote)

- Prepared around 30 commercial proposals, managed 11 strategic accounts and closed R\$200,000+ in contracts in 7 months.
- Monitored account performance metrics and reported progress, forecasts and risk to senior management.
- Contributed to launching a new vertical by analysing market needs and client feedback.

Sales Specialist May 2019 - May 2022

Gerdau, steel manufacturing | Salvador, Brazil

- Managed a portfolio of around 80 accounts per month, driving R\$800,000 in average monthly revenue.
- Reduced delinquency to a 5% to 15% range through credit and risk management practices.
- Tracked sales performance against targets and contributed to pricing strategy by analysing competitive market data.

Analyst Nov 2015 - Apr 2019

Gerdau | Salvador, Brazil

- Reviewed workflows and implemented process improvements across purchasing, inventory and finance.
- Managed compliance and audit procedures against regulatory frameworks, and coordinated procurement and vendor management including cost analysis of supplier contracts.

Co-Founder Jun 2017 - Aug 2020

Viver Natura, natural products distribution | Salvador, Brazil

- Launched two retail stores and expanded distribution into new regions while managing budgets, sales forecasting and supply chain.

Selected Portfolio Projects

All code public and documented at github.com/martinez-ie

- Customer Churn Prediction: end to end pipeline in Python with feature engineering, model comparison and evaluation using XGBoost and SHAP.
- Commerce Intelligence: analytics dashboard built over approximately 80,000 e-commerce transactions, covering executive overview, channels and customer profile.
- RFM Segmentation: K-Means clustering of a customer base into four actionable commercial profiles, each with a recommended action.

Education and Certifications

Postgraduate, Data Science and Big Data Analytics Feb 2026 - Feb 2028

Estacio, Brazil (in progress)

Data Science Formation, 200+ hours Jul 2023 - Feb 2026

Escola DNC, Brazil

BA, Business Administration

UNIFACS, Salvador, Brazil

Google Student Ambassador 2026 | Full Stack Development Program, Rocketseat | CompTIA A+ Core 1 and 2, eCollege SOLAS

Languages

English (advanced) | Portuguese (native)