

KARLA RUIZ DE MATOS

DATA ANALYST & BUSINESS INTELLIGENCE

Open to relocation | +44 07783 850538 or +34 691 872 662 | noticiaskrm@gmail.com
Data portfolio: krmwords.com/projects/data | linkedin.com/in/karlaruizdematos

PROFESSIONAL PROFILE

Data analyst and business intelligence practitioner combining formal data-science training and end-to-end portfolio work with 10+ years of multilingual search-quality, content-quality and guideline-based evaluation experience. Skilled in cleaning and validating structured data, writing SQL in BigQuery, building reusable analytical layers, developing Looker and Power BI reporting, and translating findings into business decisions.

CORE ANALYTICAL SKILLS

SQL & data structure: SQL queries, joins, filtering, BigQuery, database fundamentals and reusable analytical layers.
Data preparation & quality: data cleaning, standardisation, validation, duplicate checks, segmentation, data modelling and documented assumptions.
Analysis & reporting: Excel, Google Sheets, Python, Looker Enterprise, Looker Studio, Power BI, KPI analysis and data storytelling.
Business context: risk and concentration analysis, market comparison, search and AI quality, and clear recommendations.

DATA PROJECTS

- Loan Portfolio Risk & Concentration Monitor | BigQuery + Looker (krmwords.com/projects/data/loan-risk-analysis)**
- Validated 270,299 loan records from a training dataset and modelled reusable BigQuery marts to monitor \$3.08B of outstanding exposure across loan status, geography, purpose and origination vintage.
 - Built an interactive Looker monitoring layer that connects executive exposure alerts to the concentrations and segments behind them; documented data grain, definitions, assumptions and quality checks.
- SEO Market Opportunity Analysis | Excel + SQL (krmwords.com/projects/data/seo-market-opportunity-travel)**
- Cleaned 213 keyword rows representing 2.15M monthly searches and reviewed 125 competitor-ranking rows across Spain, France and the UK; separated branded demand from accessible non-brand opportunity.
 - Identified France as the strongest first launch market, with a 69.7% non-brand share; positioned Spain second and the UK as a more selective opportunity while documenting scope and next research steps.

ANALYTICS CREDENTIALS

Microsoft Power BI Data Analyst Professional Certificate | Microsoft
Google Data Analytics Professional Certificate | Google
Google Cloud Data Analytics Professional Certificate | Google Cloud
Google Business Intelligence Professional Certificate | Google

EDUCATION & TECHNICAL TRAINING

BSc (Hons) Data Science and Artificial Intelligence IIT Guwahati (remote)	2030
Full-Stack Software Developer Bootcamp Code Institute	2024
MSc Marketing and Digital Communication IMF Business School	2023

ANALYTICAL EXPERIENCE

- Search Quality & AI Data Analyst | Independent Contracts** Sep 2015-Present
- Evaluated multilingual search results, digital content and AI outputs for TELUS Digital, Lionbridge, Appen, Leapforce and Outlier against detailed guidelines for relevance, intent, accuracy, language quality and usefulness.
 - Documented edge cases, justified decisions and applied repeatable quality criteria across multilingual datasets and response-evaluation workflows.
- Senior Content Strategist | Brazy, Remote** Dec 2025-Present
- Build analytical roadmaps by combining keyword, competitor, traffic, revenue and conversion data to prioritise work and support commercial decisions.
 - Monitor rankings, qualified traffic, click-through rates, affiliate clicks and conversions, translating trends into briefs, priorities and repeatable workflows for SEO, Design and Product stakeholders.
- Multilingual SEO Content Specialist | NAGA, Remote, Freelance** Jan 2026-Present
- Manage complex spreadsheets covering URLs, keywords, metadata, markets, publication status and performance indicators using formulas, lookups, filters, pivot tables, validation and segmentation.
 - Analyse GA4, Ahrefs and spreadsheet data to identify optimisation opportunities; maintain accuracy across 300+ multilingual pages through fact-checking, human QA and structured validation checks.
- Content Specialist & QA Analyst | Growth Leads, Remote, Freelance** Apr 2022-Dec 2024
- Reviewed and published 1,500+ structured WordPress pages, identified recurring content, metadata and formatting errors, and helped improve templates, validation routines and documentation.
 - Used Google Sheets, QA checklists and structured review workflows to track page status, detect recurring patterns and reduce avoidable rework across multilingual projects.
- Fraud Operations Analyst | TransUnion, Remote** Mar 2022-Jan 2025
- Reviewed sensitive information and investigated fraud-related cases requiring accuracy, consistency and risk-aware judgement.

LANGUAGES

Portuguese: Native | Spanish: Native | English: Fluent | French: Intermediate