

JESUS (AARON) BARELA

DATA ENGINEER

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Skills

Machine Learning

Web Scraping

Data Analysis

Postgres

Python

MySQL

SQL

ETL

Tableau

Spark

Education

Collins College
B.S. Game Design
2011

2009 to
2011

Experience

Metis

Data Scientist

Apr. 2021 to July 2021

Metis is a licensed 10-week full-time data science boot camp focused on Python, data analysis, statistics, supervised and unsupervised machine learning algorithms, natural language processing, and data engineering. The program is centered around building and presenting personal projects from top to bottom with guidance from senior data scientists.

3rive

Product Manger

Mar. 2015 to Feb. 2020

- Lead development of 3 CRMs, 2 lead management platforms, 1 client platform, and 150+ features across all.
- Identified steps to reduce monthly costs by 27%.
- Implemented modular pricing model which grew monthly revenue by 10%.
- Established B2C pipelines for client supplement sales, generating \$400k+ monthly sales.
- Conduct analysis to measure and optimize the marketing performance of client lifecycles via user segmentation and feedback.

3rive

CRM Manager

Mar. 2013 to Mar. 2015

- Designed 8 responsive email boilerplates and layouts, with over 60+ elements types.
- Managed pipelines for email development and deployment.
- Created 250+ sequences across 6 verticals with over 1500+ email and SMS templates
- Maintained over 25% open rates, with 2.8% CTR.

RealPrompt

Data Specialist

Aug. 2012 to Jan. 2013

- Built campaigns using Infusionsoft for in-house use and automation.
- Converted raw data files into manageable processed files via Microsoft Excel, Access, and Word for the purpose of Mail Merging.
- Created educational tutorials via video, web content, and site posts.
- Maintained and monitored webinars over multiple time zones.

Smart & Final

Business Liason

Oct. 2011 to Apr. 2013

- Founded and implemented procedures for assisting clients with ordering special and/or large quantities of supplies.
- Established and strengthened relations with local businesses, through education and outstanding customer service.

iD Tech Camps

Game Design Instructor

San Antonio, Texas
June 2012 to July 2012

- Worked with children ages 7 - 17, with a focus on technology and gaming.
- Taught classes in Java using Eclipse IDE, animation/modeling using Autodesk Maya, and game modding using the Hammer Engine.
- Encouraged and oversaw overnight campers in safe and entertaining activities.

Projects

Product Tracker w/ Mobile Push Notifications

Developed a push notification system to track products from online vendors such as Best Buy and Newegg.

Tools: BeautifulSoup, Selenium, Discord, Postgres, and Cron

YouTube Growth Prediction

Created regression models to predict the total channel viewership of "new" YouTube channels (less than 2 years) to project possible revenue for channels with monetization. Data scraped from ChannelCrawler and SocialBlade.

Tools: BeautifulSoup, Selenium, Pandas, and scikit-learn