

THEO ZÚÑIGA LEDEZMA

CONTACT

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LINKEDIN

www.linkedin.com/in/theo-zuniga

SKILLS

- **Data visualization tools:** Looker, Power BI & Tableau.
- **Programming languages:** SQL, JavaScript, Python & HTML / CSS.
- **Frameworks:** Django
- Project Manager
- Relational Data Bases
- Front End Developer
- Graphic Design

SOFT SKILLS

- Effective communication
- Adaptability
- Teamwork / Interdisciplinary collaboration
- Problem-solving
- Time management
- Results orientation
- Leadership
- Analytical thinking

LANGUAGES

Spanish: First Language

English: C1

Advanced

CERTIFICATIONS

- Scrum Fundamentals Certified
- SQL Server

REFERENCES

I leverage my data analysis, operational management, and learning development expertise to drive continuous improvement across various sectors. By using data-driven insights, I enhance financial outcomes, care quality, and operational business efficiency. My ability to apply analytics in marketing initiatives leads to informed decision-making, improved customer satisfaction, and successful campaigns. Additionally, my systems oversight and data management skills ensure smooth operations in call centers and technical environments, supporting strategic decisions.

EXPERIENCE

September 2021 - Current

Learning Specialist *Foundever*, Heredia, Costa Rica

I have driven continuous improvement in training programs and operational processes by leveraging data analysis and visualization tools like Tableau and Looker. I identified process inefficiencies, enabling targeted interventions that improved agent performance and customer satisfaction. Over my 2 years as an instructor at the Tech Academy and Omar Dengo Foundation, I taught technologies such as SQL, databases, HTML/CSS, Django, and JavaScript. By collaborating with cross-functional teams and using data-driven insights, I developed tailored training programs and comprehensive dashboards that supported informed decision-making and aligned with business goals.

June 2018 - March 2021

General Manager *Centro Medico Miodent*, Cartago, Costa Rica

I ensure efficient day-to-day operations while enhancing patient care quality through data analysis. Key achievements include optimizing clinical and administrative processes, improving response times, and increasing patient satisfaction. I have successfully managed budgets, ensuring cost control and informed decision-making for investments. By developing strategies based on key performance indicators (KPIs), I have increased productivity and reduced operational expenses. Additionally, I implemented technologies like Power BI to explore data, ensuring regulatory compliance and driving continuous improvements in efficiency and safety.

August 2016 - February 2018

Marketing Manager *Clínica Torre Mercedes*, San José, Costa Rica

As a Marketing Manager, I have driven business growth by combining strategic marketing with data analysis. I developed analytical models to assess key business variables and designed KPIs to support decision-making and improve the effectiveness of marketing strategies. I automated data management processes using Excel and Visual Basic, improving efficiency and data accuracy. By analyzing feedback and surveys, I generated key indicators for customer satisfaction, optimizing campaign performance. Additionally, I created databases to profile consumers for targeted marketing and estimated device life cycles for cost-effective supply management

November 2014 - August 2016

- LIC. Cesar Barrantes Montoya,
Manager of the strategy unit for
Walmart Centroamérica, 8309 0430
- LIC. Alberto Oviedo, Surgical Unit
Manager, Asembis, 6179 0866
- LIC. Tatiana Quirós Granados,
Account Executive, Financiera Desyén,
8799 8089
- Julie Solano Perez, Credit Analyst-FSC
International firm, TE Connectivity,
8706 2480

Systems Manager *Gaz Tomza*, Cartago, Costa Rica

In this position, I ensured the efficient operation of both technical infrastructure and call center services by leveraging data analysis to drive performance optimization and strategic decision-making. Key accomplishments include:

- Implemented the company's first Point-of-Sale system,
- Optimized data sources
- Managed KPI tracking
- Produced actionable reports for headquarters in Mexico
- Utilized data-driven forecasting to manage inventory efficiently, ensuring optimal stock levels.

By combining systems oversight with advanced data analysis, I enhanced operational efficiency and improved key performance outcomes.

EDUCATION

2025

MBA Specialty Business Intelligence and Big Data
Instituto Europeo de Postgrados

07/2009

Internacional Trade Technician
ICOEX

04/2024

System Engineer
Universidad Fidelitas

04/2015

CCNP Technician on Advance Networks Manager
VLA Academy

04/2014

CCNA Technician on Networks Manager
Universidad de Costa Rica