

GENESIS MARTINEZ

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SUMMARY

Insightful Business Intelligence Analyst with a talent for turning complex data into actionable insights. Skilled in Power BI, SQL, and data ingestion, I thrive on working with teams to automate reporting, improve data accuracy, and drive smarter business decisions. Passionate about problem-solving and collaborating across departments to enhance efficiency. Bilingual in English and Spanish, with a strong ability to multitask in fast-paced environments.

WORK EXPERIENCE

Business Intelligence Team, Caremax

- *Manager of Payor Data Ingestion* **Aug 2024 - Present**
 - Led a team of analysts and developers, ensuring accurate and timely payor data ingestion and resolving data quality issues.
 - Managed outreach to payors to resolve missing or corrupt data, ensuring SFTP data readiness for ingestion into databases.
 - Collaborated with Finance, Claims, and Quality teams to resolve data issues, ensuring timely data loads on a daily, weekly, and monthly basis.
 - Led Data Quality Control project, automating validation via SQL Server and developing an alert system for failed files to trigger analyst intervention.
 - Used Jira and Microsoft Planner to manage team projects, organize tasks, and prioritize work to ensure on-time delivery.
- *Ingestion Project Lead* **January 2024**
 - Managed ingestion of thousands of files for 100+ payer contracts ON SQL Server, ensuring data accuracy for multiple departments including Financials and Claims.
 - Defined and executed roadmap to improve ingestion processes and establish contract and file visibility.
 - Collaborated with Provider Relations and Health Plan Data Specialists to ensure complete data ingestion and accuracy.
 - Developed Power BI dashboard for executives, tracking ingestion progress, file status, and payer outreach, reducing incomplete files from 61% to 93%.
- *Business Intelligence Analyst* **August 2022**
 - Automated manual reporting with Power BI dashboards, sourcing data from SQL Server and Analysis Services to track key performance indicators.
 - Created dashboards to monitor Medicare KPIs, membership trends, hospital and pharmacy utilization metrics.
 - Supported Health Catalyst database implementation by conducting data validation, field mappings, and job executions for new payer data.
 - Utilized Verato Systems to correct data errors, merging member IDs into unified link IDs, and developed documentation for team knowledge transfer.

Junior Data Analyst, DataGovs

Sept 2021 - Jul 2022

- Developed and published customized interactive reports and dashboards in Power BI for multiple clients, incorporating action filters, parameters, and calculated measures.
- Authored business requirement documents and project plans for dashboard development.
- Conducted data preprocessing and normalization using Excel and CSV files to analyze source data and generate actionable reports.
- Collaborated with CEOs and Data Engineers to create process and flow mapping documentation for projects focused on data processing, ingestion, storage, issue tracking, and AI modeling.
- Partnered with Data Engineer to enhance image detection models for issue tracking.
- Designed and implemented a Cost Estimator calculator with a token-based system, enabling clients to estimate product/service costs directly on the company website.

PROJECTS

Data Analyst, Mater Academy

2021

- Analyzed and processed over 30,000 records of qualitative and quantitative student data across three Mater Academy locations to support grade improvement initiatives.
- Utilized SQL Server and Excel to extract, analyze, and transform data, producing actionable reports.
- Developed a procedure to convert student grades into numerical values and calculate cumulative scores, tracking individual student improvement per semester.

Data Analyst, Code for South Florida

2020

- Collaborated with the Justice Discovery Initiative team on the People Budget Project to develop an MVP budgeting tool for the City of Miami.
- Collected and analyzed quantitative and qualitative data using open-source data.
- Designed visualizations in Power BI to highlight budget variances and provide a detailed breakdown of the City of Miami's current and proposed budgets over a two-year period.

EDUCATION

Miami Dade College, FL

- Bachelor of Science in Data Analytics
- Associates of Arts in Teaching

Certificates

- Business Intelligence Professional, *Miami Dade College*
- Cloud Practitioner Certification, *Amazon Web Services*
- Azure Fundamentals Certification, *Microsoft*

Awards & Recognition

- NASA Aerospace Scholar Program, 1st Place Winner in National Mission Design Competition

SKILLS

- **Data Analysis & Visualization:** Power BI Dynamic Dashboards, Excel, SQL Server
 - **Data Ingestion & ETL:** Caretycs, Health Catalyst, Verato Systems, SFTP
 - **Project Management:** Jira, Microsoft Planner, Cross-functional Team Leadership
 - **Process Mapping & Documentation:** Process Flow Diagrams, Draw.io
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