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Enrique Díaz Escobedo

SKILLS

In my experience of almost 25 years I have carried out various activities and roles as described below:

I have carried out projects from end to end, going through the different stages:

Collection and Documentation of functional and non-functional **requirements**.

From the **definition of the Architecture**, for example if it is on-site or in the cloud. (one of my specializations).

Development SCRUM.- Organization by epics and stories, execution through Scrum (stand ups, retrospective meeting, planning).

Testing - follow-up with other testing teams (test strategy, regressions, smoke tests, negative test case, etc.)

Deployment.- planning, deployment plans, recovery plan in case of failure, or retreat.

Post-Deployment, support tasks to stabilize the application until it normalizes and returns the operation as usual.

During all stages, review with clients and interested parties, verifying compliance with requirements.

Some projects have required data warehouse (DW) development and Extract, Transform and Load (ETL) processes, where I have been the data architect creating the definitions in a single repository for business intelligence (BI), AI/ML and analytics

Additional knowledge to help the projects:

-Architecture and administration of cloud services with AWS, creation and maintenance of EC2, S3 buckets and postgresql servers, services by Microsoft Azure.

I have knowledge and certifications in the administration of the following relational and non-relational databases. DBA - database administrator (backups, restore, maintenance etc.

Microsoft SQL	Access
postgreSQL - DBA	Clipper
MySQL	Oracle (Beginner)
DB2 - 400	Hadoop/HBase - (Beginner)

Knowledge of big data ecosystems, at a medium-basic level, since only one module was implemented in part of a project.

-Knowledge and development in object-oriented programming languages, such as Visual Basic, C#, C++, java and python

-Manage multiple projects simultaneously in a team environment, executing the next activities:

Project management, interpersonal relationships, negotiation, communication, presentation, documentation and problem solving.

-Fluency in Spanish and English (Portuguese 30 spoken 80 written)

- Knowledge of security implementation under the ISO 27000 standard

-Management of productivity tools from Google (sheet, docs, meet, Chat, drive, keep, etc) or Microsoft (teams, PowerPoint, Project, Visio, Excel and Word), as well as other typical business productivity tools

- Innovative, develop and examine best practices

- Change management, Problem Management, Knowledge management, Service Request Management, Incident management.

-Experience in VoIP integration at application level and cisco Voip PBX

Self-taught, formal and investigative, team and project leader, I love everything related to technology, I am a fan of order and a job well done. My hobbies are music, video games, learning languages and I love to travel.

EXPERIENCE

NIELSEN IBOPE MÉXICO S.A., CDMX – *Project Manager Latam / Scrum master / Web Developer*

jul of 2013–2023

- Development of internal and client web applications in javascript, nodejs, jquery, laravel, HTML, CSS, React and wordpress languages (5 years)
- -Management of medium and large projects under the Agile methodology (daily standup, retrospective meetings, sprint planning, removing obstacles and managing the backlog) - 11 years.
- -Develop systems for clients to analyze produced data or raw data information: requirements management, change control and implementation of final products (work as Product owner in some cases) and manage budget tracking with AgileCraft tool (including the process with providers).
- Design development of data warehouse (DW) and Extract, Transform and Load (ETL) processes, For business intelligence (BI), AI/ML and analysis.
- -Support for applications for Customers and internal users for 6 countries (Puerto Rico, Mexico, Denmark, Italy, South Africa and Australia) through the Itil methodology and service now (tickets).
- -Architecture design and management of cloud services with AWS and Microsoft Azure.
 - Creating information collection systems in the cloud and being able to support work at home.
 - Client systems where web applications are published with high availability, load balancing and security
- Quality process, test cases, test strategy, regression test or just smoke test, plan the testing strategy, as well as automate if required
- Design dashboards that allow the Digital service client to know the behavior of their brand and the competition by taking different data sources based on the following:
 - ❖ Measurements: investment, impressions, market share, # insertions, etc.
 - ❖ Dimensions: advertiser, Brand, category, Media owner, advertiser domain, publisher domain, etc.

Using standard ETL process and OasServer as a front end

Ibope AGB México S.A, CDMX – *Deputy Director of Information Technology / Systems Development Manager / Developer*

jun of 1998–jun of 2013

- Monitoring of electoral campaigns (2006) in MX, advertising investment campaigns of the different political parties in 30 states and showing the results in a panel developed in Cognos and QlikView, Extract, Transform and Load (ETL) through pentaho and SQL services
- Implementing ISO2700 security certification
- Support for finance systems such as SAP
- Knowledge and development in object-oriented programming languages, such as Visual Basic, C#, C++, java and python.
- Database Administrator in Postgresql / DB2As400 / MS SQL.

- Develop production systems for advertising monitoring: outdoor, radio audience and television audience
- Develop systems for clients to collect and analyze the information produced
- Production of databases in different formats for clients
- In charge of the technical support and customer service department
- Support for finance systems such as SAP
- Network and telecommunications equipment administrator.

STC direct S.A De C.V., CDMX – Developer

Jan of 1997-June of 1998

- Develop production system
- Data standardization
- Call center

Centro universitario Patria A.C, CDMX – Teacher

Jan of 1992-June of 1997

- Constructive drawing
- modeling
- Algebra and trigonometry
- Programming languages
- computer systems

Education

Fundación Arturo Rosenblueth, CDMX – Master's degree in information systems

Enero DEL 2003-Noviembre DEL 2005,

UNAM – Enep Acatlán, CDMX – Architecture – Bachelor's degree

Junio DEL 1988-Mayo DEL 1992,

Certificates and Diplomas

Master en JavaScript Aprender JS, jQuery, Angular, Node JS – Certificates

April of 2024

Desarrolla Juegos en Diferentes Lenguajes con Mucha Práctica – Certificates

February of 2024

Agile scrum project management, CDMX – Certificates

September of 2015

Effective presentations, CDMX – Diploma

July of 2010

Software project management based on UML N2 UP and UML, CDMX – Certificates

September of 2011

Programación PHP con MySQL – Certificates

June of 2007

Fundamentos de Genexus, CDMX – Diploma

March of 2002

RPG ILE Programmer, CDMX – Certificates

August of 2001

IBM Certified Specialist - eServer i5 iSeries - Certificates

August of 2001

Microsoft Certified Solution Developer (MCS D), CDMX –Certificates

August of 1998

LANGUAGES

English – 100% Full Professional - Certificates

Portuguese – 30% in progress - Certificates

Other knowledge

- Nodejs
- javascript
- HTML 5 / CSS
- Angular
- React
- Laravel
- Wordpress
- Jquery
- postman
- AWS - cloud deployment (EC2, automation Terraform)
- Microsoft Azure (basic)
- QA - test strategic and metrics
- Test cases automation with Selenium
- JIRA
- GIT LAB
- Agilecraft
- Visual Foxpro expert
- Visual Basic expert
- C#
- RPGLE IV
- Cognos
- Micro strategic BI
- Genexus
- Microsoft project
- ETL - Pentaho
- SAP - Implementation
- ERP local
- Visio
- Autocad
- sketch up

DBA - database administrator
(backups, restor, maintenance
etc.

- MongoDB
- Microsoft SQL
- postgresQL - DBA
- MySQL
- DB2 - 400
- Access
- CLipper