Pablo Martínez Jiménez

Senior Analytics Engineer

Paris, France · Open to fully remote
EU citizen, no sponsorship required
pablomtnezjimenez@gmail.com
+34 654 615 819 · linkedin.com/in/pablo-martinez-jimenez

SUMMARY

Analytics engineer with 7 years owning the data behind decisions across a business. I solve problems that need both sides: working out what is actually needed with the people who will use it, and the models, interfaces and automation that deliver it. That has meant platforms built from scratch, reporting nobody trusted, payout logic nobody would touch, and the metric three teams defined differently.

EXPERIENCE

Senior Analytics Engineer, **Deel**

April 2025 to Present · Remote

- Lead the rebuild of the system that credits sales revenue across a **1,000+ person sales organisation**, and design both the data contract and the product surface for a system whose output decides what people get paid. Replaced years of accumulated SQL logic with governed, auditable rules the business configures and owns itself, validated against every historical record before cutover.
- Built the revenue reconciliation model that exposed under and over invoicing no single system could see on its own, restating **$3.2M of quarterly revenue** that was never going to be billed, then turned it into an automated monthly control that flags at risk accounts before invoicing and applies approved fixes. Removed **20+ hours of manual review a month** and is now the standing process across 6 products.
- Built the AI tooling the data team relies on to hold its delivery speed, a set of Claude Code skills and agents that gather the context scattered across tickets, chat and meeting notes and turn it into a complete, reviewable data pipeline and reporting layer already following the team's modeling standards. Adopted by analysts, engineers and leadership, **letting less technical roles deliver work that previously required an analytics engineer**.
- Built automations on Akai (Deel’s internal AI platform) that **turn the data I own into action**: churn and contract risk alerts, data freshness monitoring, and reusable workflows that put answers in front of people without a data request.

Stack: dbt, Snowflake, SQL, Jinja, LookML, Looker, Amplitude, Python, TypeScript, React, Postgres, GitHub Actions, Claude Code.

Senior Analytics Engineer, **Eventbrite**

October 2023 to April 2025 · Remote

- Automated how marketing chooses which events to feature in customer emails, scoring and ranking the full catalogue daily instead of by hand: saved **3-6 hours per person per campaign** and raised **conversion 15% to 33%** over manually picked events. Used the freed capacity to triple the catalogue's geographic reach, from 89 to 272 cities, putting 3.4M more events in front of local campaigns.
- Led the rebuild of the advertising reporting platform, one of the company's heaviest data domains, with billions of clicks, ad interactions and logins. Consolidated fragmented ad hoc queries into a governed reporting layer that became the single source of truth for ad performance and revenue, cutting **running cost by 62%, roughly $90k a year** and taking data preparation from up to 2 hours down to under 10 minutes, powering the most popular dashboard at Eventbrite.
- Set the team's data modeling standards, mentored junior analytics engineers, and built shared tooling that lets any engineer recover earlier versions of a dataset, monitor pipeline health automatically and reconcile figures across data sources.

Stack: dbt, Snowflake, SQL, Jinja, Looker, Tableau, Braze, GitHub.

Analytics Engineer, **Scopely**

2022 to 2023 · Madrid, Spain

- Designed, implemented and evolved the data model behind Star Trek Fleet Command, a mobile game with **300k+ monthly active players**, defining in-game event tracking with game and product teams so behavioural data was reliable at feature launch rather than weeks after.

Stack: BigQuery, dbt, Airflow, Looker, GitHub.

Analytics Engineer, **COFARES** **2019 to 2022 · Madrid, Spain**

- Developed and optimised the dataflows carrying pharmaceutical distribution data from the company's SAP based data lake into its BI tools, turning operational questions from across the business into reusable reporting products, and trained internal users on those tools to raise self-serve adoption and reduce the volume of ad hoc requests reaching the data team.

Stack: BigQuery, Airflow, Tableau Desktop and Server, Looker Studio, SAP.

New Technologies Consultant, **Management Solutions** **2018 to 2019 · Madrid, Spain**

- Defined and monitored data quality rules for Corporate and Investment Banking across financial, customer and risk domains, translating logical models to physical implementations across concurrent client projects.

LANGUAGES & TECHNOLOGIES

Modeling and warehouses: dbt, SQL, Jinja, Snowflake, BigQuery, incremental models, snapshots, custom materializations, dbt macros

Semantic and BI: LookML, Looker, Amplitude, Tableau

Orchestration and CI: Airflow, GitHub Actions, dbt CI/CD, data quality testing, Slack alerting

Practice: Data domain ownership, revenue and billing reconciliation, cross-product metric design, cost and performance optimisation, modeling standards and mentoring, AI agent workflows

EDUCATION

MSc, Big Data and Analytics applied to Sports, Big Data International Campus **2020**

BSc, Industrial Electronics and Automation Engineering, Universidad Carlos III de Madrid **2018**

Exchange year, Electrical Engineering, University of Kentucky **2017 to 2018**

Languages: Spanish (native) · English (C2, near-native) · French (conversational)