

# Giancarlo Martinez

Huntsville, AL

giancsm@gmail.com | (225) 931-7271 | [GitHub: gianmar98](https://github.com/gianmar98) | [linkedin.com/in/gmo1998](https://linkedin.com/in/gmo1998)

## SUMMARY

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Data Analytics Specialist with work experience and knowledge in AWS cloud computing, machine learning, and project management. Currently holds the Terraform Associate, AWS Machine Learning Specialty, Data Engineer Associate, Solutions Architect Associate, AI Practitioner, and Cloud Practitioner certifications. Holds a master's degree in business analytics and a bachelor's degree in computer science. Experienced in problem identification, solution development, and utilizing various tools to derive insights from data and improve decision-making processes.

Successfully and simultaneously balanced professional work responsibilities, professional soccer, and academic demands, demonstrating the ability to manage time effectively and prioritize tasks.

## SKILLS

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Cloud: AWS (x5) (S3, CloudFront, Route53, DynamoDB, Glue, Athena, VPC, Lambda, IAM, SNS), Terraform / IaC (HCL)

Programming: Python (Pandas, NumPy, scikit-learn, TensorFlow/Keras, OOP, Data Structures, and Django Web Framework), HTML, CSS, JS (React Framework), SQL, Bash/Shell CLI

Data Analysis & Visualization: Matplotlib, Seaborn, Excel, PowerPoint

Personal & Work: Client relations, Team collaboration, Analytical thinking

Languages: Spanish (Native Read & Write), English (Fluent Read & Write), French (CEFR A2)

## WORK EXPERIENCE

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### Toyota Mazda Manufacturing (MTM)s

Jul 2025 - Present

Specialist, Data Analytics & Systems Development

Huntsville, AL

- **Abnormal Tracker** | Est. Value: \$50K–\$100K — Developed a plant-wide parts accountability Power Apps application providing unified visibility across 3,000–4,000 parts; migrated 49,000 historical records across two plant divisions with zero functionality issues at launch; saves ~40 seconds per tap, recovering 15–20 minutes/day and an estimated 63 hours of manual input work annually
- **AWS R&D — Plant Innovation Lead** — Leading plant-wide AWS research and development initiative; currently architecting and driving a proof-of-concept for AWS IoT SiteWise to validate and establish AWS as a core platform for operational innovation — owning research, stakeholder meetings, and forward momentum end-to-end
- **ICS API** | Est. Value: \$50K — Architected 3 Python REST APIs and 2 Power BI dashboards (~3,000 lines of code), eliminating 137.5 hours of annual manual work and recovering ~\$5,500/year in labor costs; configured fully automated end-to-end deployment via Task Scheduler, PowerShell, and SQL Server — 95–98% independently executed
- **Assembly Kaizen** | Est. Value: \$50K — Built first Power Apps application from scratch with zero prior platform experience; delivered in 2 weeks against a 4-week plan — 50% ahead of schedule
- **QLC App** | Est. Value: \$50K — Built a plant-wide Quality Dojo scheduling and tracking application serving the full Team Leader population; delivered in 1 week against a 1-month scope — 75% ahead of schedule

### Designalytics

Jun 2024 - Jun 2025

ML Engineer / Data Analyst

Remote USA

- Independently developed a TensorFlow/Keras “**Open End Robot**”. Developed an NLP model and pipeline using NumPy, Pandas, and ragged tensors. Partnered with an engineer to deploy it on AWS. The model achieved 90% accuracy in flagging low value or AI-generated survey responses and saved analysts 1–2 hours of manual open-end cleaning every morning.
- Created and deployed eye-tracking and regular open-ended surveys online to gather data for clients.
- Performed survey QA to ensure the quality of code and logic.
- Reported data results for package redesigns and developed custom solutions tailored to client specifications.

### Transcend

May 2023 - Jun 2024

Data Analyst & Project Manager

Huntsville, AL (Hybrid)

- Led and successfully completed 15 exploratory data analysis projects using Python (Pandas, NumPy, Matplotlib, Seaborn) to preprocess and cleanse data, analyze it, and generate insightful visualizations for our consulting programs.
- Directed competitive research for local schools by analyzing data from Huntsville City Schools to identify key performance indicators, rank schools, and provide strategic recommendations for enhancing their market position through comprehensive qualitative and quantitative analysis.
- Developed and delivered presentations using Microsoft PowerPoint to communicate data-driven insights and findings to company stakeholders, enhancing the decision-making process.
- Managed data entry and organization using Microsoft Excel, preparing structured datasets for analysis and converting them into CSV format for subsequent use.

## PROJECTS

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- Inspired by my capstone project at Amazon Cloud Institute, I built a serverless customer onboarding backend on AWS, provisioned entirely with Terraform, that automates document validation for a banking use case. The pipeline accepts a customer selfie, driver's license, and application data, that leverages Amazon Rekognition for biometrics photo matching, Textract for document data extraction, and API Gateway to integrate with a third-party license validation service. Decoupled using Lambda, SQS, and SNS with DynamoDB for persistence, the architecture is fully event-driven, IAM-secured, and designed for scalability.
- Deployed portfolio website using AWS S3 with static website hosting enabled, routing traffic from the internet through Route 53 to my root domain [giancarlomartinez.com](http://giancarlomartinez.com) and then distributing it across the edge locations with Amazon CloudFront. Added a layer of security with AWS Certificate Manager to generate SSL/TLS certificates for the site and redirected all HTTP traffic to HTTPS to ensure encrypted traffic to my website.
- Developed a pathfinding labyrinth application using Pygame, featuring four selectable maze configurations. The project was designed to demonstrate the efficiency and speed of the A\* algorithm in comparison to Dijkstra's algorithm. Through interactive simulations, the effectiveness of each pathfinding strategy was analyzed, highlighting the superior performance of the A\* algorithm and complex maze navigation.
- Utilized four distinct lexicons to assess the general sentiment of customer feedback. Employed BERT (Bidirectional Encoder Representations from Transformers), a word embedding technique, to train and test predictive models on customer data, facilitating the development of targeted solutions for ongoing issues.

## EXTRACURRICULARS

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### Called up for Guatemala Under 23s National Soccer team & Professional Soccer involvement

- Called up by Guatemala's Under-23 National Team in preparation for competing in the 2019 Maurice Revello Tournament in Toulon, France.
- Was part of Nashville SC's MLS second team (Huntsville City FC) during their inaugural 2023–2024 season while simultaneously completing my master's degree and working at Transcend.

### Enactus USA National Tournament

- Finished in 3rd place in National Competition with Coker University while leading and working on a hydroponics project and a buy/rent on-campus mini fridge project.

### Student Athlete throughout undergraduate and master's programs:

- Excelled at balancing academics and sports. Leveraged discipline and time management to excel in both the classroom and on the field. Demonstrated commitment to success driving continuous improvement in all areas of life.

### AYSO United SC

Fall 2024 & Nov 2025

Head Coach

Huntsville, AL

- Head Coach for the AYSO United Soccer Club Premier 08 team. Managed 2 assistant coaches, 16 players, and guest players from other teams in affiliation. Also, managed all related team logistics, including training session organization, travel for games, tournaments, arrival times, and keeping team culture stable.

## EDUCATION

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AWS Cloud Institute – Cloud Application Developer program

Jan 2025 - Jun 2026

Master of Science in Business Analytics (University of Alabama in Huntsville)

Jul 2022 - Dec 2023

GPA: 4.0

Bachelor of Science in Computer Science (University of Alabama in Huntsville)

Jan 2017 - May 2022

GPA: 3.65

## CERTIFICATION & BADGES

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### AWS Machine Learning - Specialty (MLS-C01)

Validates expertise in AWS ML services, including building, training, tuning, and deploying ML models on the AWS Cloud.

### Terraform Associate 004

Validates knowledge of IaC principles and use of Terraform, multi-cloud provisioning, workflows, and state management.

### AWS Data Engineer - Associate (DEA-C01)

Validates a professional's ability to design data models, manage data life cycles, and ensure data quality.

### AWS Solutions Architect - Associate (SAA-C03)

Validates a professional's ability to design and deploy secure, cost-effective, and scalable solutions on AWS.

### AWS Certified AI Practitioner (AIF-C01)

Validates in-demand knowledge of AI, ML, and Generative AI concepts and use cases.

### AWS Certified Cloud Practitioner (CLF-C02)

Solid understanding of AWS global infrastructure, services (compute, storage, networking), security, and cost optimization.

### AWS Cloud Quest: Data Analytics, Solutions Architect, Cloud Practitioner – Training Badge

Hands-on experience building modern solutions on AWS