

Jesus Omar Baeza | (602-919-4486) | jesusbaeza31@icloud.com | [LinkedIn](#) | Arizona

Education

Arizona State University - Computer Science, 2015 - 2018
Sierra Linda High School - High School Diploma, Class of 2015

Skills

Bilingual: English and Spanish

Tools: Salesforce Marketing Cloud, AWS, RedPoint, GitHub, IDEs (Visual Studio Code), Confluence, JIRA

Technical Skills:

- Python – AI/ML development, TensorFlow, LLMs (Gemini, GPT-4o), GitHub Copilot, automation & data pipelines
- SQL (Teradata, SQL Server, Oracle, Hive, SAS)
- AI & Machine Learning: TensorFlow models, LLM integration, Python frameworks
- APIs, AWS, GitHub, Data Visualization
- Additional: R, HTML/CSS/JS, C#, MongoDB

Work Experience

Wells Fargo

VP, Lead Analytics Consultant (September 2022 - Current)

- Ensure adherence to compliance and legal regulations and policies on all projects managed.
- Mentored less experienced staff, interns, and contractors to resolve issues and achieve goals.
- Created and contributed to the development of analytic strategies to address multiple impact scenarios, working independently to resolve data across complicated data sources.
- Design, develop, test, and deploy AI applications using Python, along with applying data visualization expertise and experience with Python frameworks.
- Utilize knowledge of LLMs (Gemini, GPT-4o) with GitHub Copilot and cloud platforms.
- Created Python automations for remediation projects, reducing SLAs by automating repetitive tasks.
- Built TensorFlow models, automating tasks that saved hundreds of human review hours.
- SME and POD leader for Global Payments and Liquidity remediation projects
- Maintained consistently high quality scores for remediation customer populations and documentation.

GoDaddy

Marketing Operations Technologist III (June 2019 - September 2022)

- Developed, deployed, and maintained multi-million dollar renewal/retention communications
- Renewals and Retention POD leader and SME for all automated marketing campaigns (Email/SMS/WhatsApp)
- Mentored less experienced staff, interns, and contractors to resolve issues and achieve goals within the Renewals and Retention POD
- Built multi-channel contact plans for Adhoc and lifecycle campaigns to enhance personalization.
- Effectively communicate insights and recommendations to senior leadership and influence strategic decision-making
- Responsible for extracting and analyzing large amounts of data across internal and external data sources with a primary focus on supporting ongoing marketing personalization
- Using SQL (Teradata and Microsoft SQL Server) and HQL (Hive) to build audience sizes
- Import/export shopper lists for calling, email, and social media marketing campaigns
- Partner with channel operations teams, marketing business leaders, and IT to capture pertinent information to accomplish all of the above
- Used Python and API's to build further improvements to automated marketing campaigns
- Maintained high-quality and low-error-rate scores

Waymo

Rider Support Founding Member, Analytics (Contracted) (August 2017 - June 2019)

- Worked with large data sets to solve many challenging problems
- Designed, built, and launched data models and pipelines in production environments.
- Formatted and organized the department's Knowledge Base for easy information management.
- Created 19+ reports and 18+ data tables using Google SQL and many internal and external tools. With the use of those reports, trends and be easily analyzed to highlight the successes or failures of the department
- Developed process improvements from customer interaction data to enhance service.
- Uncovered security gaps in Google's data access, leading to quick corrective actions.

References available upon request