

MARK ANTHONY BALTAZAR

Data Engineer

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PROFESSIONAL SUMMARY

Data professional with 10+ years of experience in data operations, analytics, and system-based workflows, now focused on Data Engineering. Deep expertise in building reliable data foundations: data quality frameworks, validation pipelines, reconciliation workflows, and process automation. Skilled in SQL and Python (Pandas, NumPy) for data transformation and pipeline preparation. Hands-on experience troubleshooting multi-system data integrations, performing root cause analysis on sync failures, and standardizing datasets across CRM, benefits administration, and marketing platforms. Proven collaborator with onshore and offshore teams, known for improving data reliability and enabling confident downstream decision-making.

CORE COMPETENCIES

Data Pipeline Development & Workflow Automation | ETL/ELT Design & Data Transformation | Data Quality, Validation & Monitoring Frameworks | Data Reconciliation & Root Cause Analysis | Multi-Source Data Integration & Sync Troubleshooting | Schema Mapping, Normalization & Field Alignment | SQL-Based Data Analysis & QA | Python Data Processing (Pandas, NumPy) | System & Integration Testing (UT Environments) | Data Documentation, SOPs & Process Standardization | Cross-Functional Collaboration & Stakeholder Communication

TECHNICAL SKILLS

Languages & Processing: SQL, Python (Pandas, NumPy)

Data & Analytics Tools: Excel (Advanced Formulas, Pivot Tables, VBA/Macros), Google Sheets, Tableau, Power BI

CRM & Platforms: Salesforce, HubSpot, Benefits Administration Systems

Version Control & Collaboration: Git (Basic), Microsoft PowerPoint

PROFESSIONAL EXPERIENCE

Freelance Data Analyst | Self-Employed | Remote / Philippines

Jan 2025 – Present

- Designed and executed data cleaning, validation, and reconciliation workflows across multiple source systems, delivering reliable, analysis-ready datasets for clients.
- Resolved cross-system data inconsistencies caused by mismatched schemas, inconsistent identifiers, and business logic gaps; producing normalized, trusted datasets.
- Translated client business requirements into structured data transformation workflows and automated repetitive data preparation tasks using Python and SQL.
- Built reusable data quality checks and validation routines, improving accuracy and reducing manual QA effort.

Benefits Administrator (Client Champion) | Proview Global (PvG) | Ortigas City, Philippines

Mar 2021 – Oct 2024

- Maintained and reconciled master employee and benefits data across multiple integrated systems, enforcing data consistency and accuracy across enrollment, eligibility, and billing records.
- Investigated and resolved data sync failures and carrier feed errors through root cause analysis, preventing downstream reporting and billing issues.
- Executed system and integration testing in UT environments to validate data flows, field mappings, and business rules prior to production deployment.
- Processed and analyzed 20+ carrier error reports daily, identifying systemic data quality trends and escalating findings to stakeholders.
- Defined and enforced data quality checks that reduced downstream operational errors; authored SOPs standardizing repeatable data workflows.

- Trained and onboarded 6 new hires on data standards and processing workflows; served as primary escalation point for complex cross-system data conflicts.

Marketing Analyst – Digital Marketing & Demand Gen | Masergy | Mandaluyong City, Philippines

Nov 2019 – Aug 2020

- Maintained and enriched CRM master data quality through deduplication, normalization, and hygiene processes across HubSpot and Salesforce.
- Supported the migration of marketing and sales data from Salesforce to HubSpot, performing data validation and transformation to ensure continuity.
- Executed SQL-based data extractions and Excel validation checks to ensure accuracy and consistency of campaign, pipeline, and revenue metrics across platforms.
- Built dashboards in HubSpot and Tableau covering website performance, email campaigns, ad performance, and revenue metrics.
- Conducted trend and customer segmentation analysis to support targeted marketing strategies and leadership reporting.

Data Analyst / Subject Matter Expert (SME) | Proview Global (PvG) | Ortigas City, Philippines

Apr 2016 – Aug 2019

- Led a 5-member data operations team managing end-to-end multi-system workflows covering enrollments, terminations, billing reconciliations, renewals, and invoicing.
- Owned data validation and reconciliation across multiple upstream and downstream systems, ensuring master data accuracy before billing and renewal cycles.
- Acted as SME for complex data issues, integration edge cases, and system escalations — coordinating resolution across operations and client stakeholders.
- Built a VBA-based automation tool to streamline data comparison workflows, reducing manual processing time by 1 hour per execution and improving accuracy.
- Automated repetitive data cleansing tasks (SSNs, dates, addresses) using Excel Macros, increasing throughput and reducing inconsistencies.
- Configured benefits administration systems for new client implementations, defining data models for benefit plans, eligibility rules, and member attributes.
- Implemented root cause analysis on recurring data issues, preventing repeat defects in production datasets; authored SOPs improving onboarding and auditability.

Data Processing Specialist | Accenture | Eastwood City, Philippines

Aug 2014 – Apr 2016

- Managed high-volume retiree enrollment, termination, and account updates in a benefits administration system, maintaining data integrity across records.
- Automated a critical open-enrollment workflow using VBA, reducing manual processing time from 2 hours to 5 minutes and significantly reducing error rates.
- Analyzed weekly and monthly billing datasets to generate client-facing reports and invoices, supporting accurate financial reconciliation.
- Conducted comprehensive data audits on retiree demographics, benefit configurations, and billing accounts, producing discrepancy reports for client remediation.

EDUCATION

Bachelor of Science in Computer Science — San Sebastian College – Recoletos de Manila

CERTIFICATIONS

- Python for Data Science and Machine Learning – Udemy (Mar 2026)
- Google Business Intelligence Certificate – Coursera (Mar 2025)
- Google Data Analytics Professional Certificate – Coursera (Sep 2024)