

CLAUDIA CERVANTES LECOURS

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PROFESSIONAL SUMMARY

Data-driven professional with 10+ years of experience transforming complex datasets into actionable insights in international environments. Strong background in CRM analytics, reporting, and performance measurement, with an intentional pivot toward Data Analytics and AI-enabled business applications. Known for translating data into clear recommendations for technical and non-technical audiences.

LANGUAGES

English (Native) · Spanish (Bilingual) · French (Fluent)

CORE SKILLS

Data Analysis · Exploratory Data Analysis (EDA) · KPI Definition & Performance Tracking · Power BI · Tableau · Excel (intermediate) · SQL (basic querying) · CRM Analytics & Data Segmentation · Reporting Automation · Data Visualization & Dashboarding · Business Intelligence (BI) · Generative AI (ChatGPT, Gemini, Ollama, NotebookLM) · Stakeholder Communication & Cross-functional Collaboration

PROJECTS

MusicStream Data Insights Pipeline — End-to-end data pipeline integrating Spotify and Last.fm APIs to analyze music popularity trends and listening behavior (Python, SQL).

<https://github.com/cloud9international/musicstream-data-insights-pipeline.git>

World Happiness Data Insights Dashboard — Exploratory analysis of global happiness data with bias assessment, visualized in an interactive Power BI dashboard.

<https://github.com/cloud9international/world-happiness-data-insights-dashboard.git>

Employee Data Audit & Retention Insights — Structured audit of employee and survey data to identify key retention drivers and workforce trends through data transformation and analysis (Python, SQL).

<https://github.com/cloud9international/employee-data-audit-retention-insights.git>

Friends Data Insights Dashboard (Tableau) — Analysis of episode metrics, quotes, and character relationships presented in an interactive Tableau dashboard with supporting Python preprocessing.

<https://github.com/cloud9international/friends-data-insights-tableau-dashboard.git>

PROFESSIONAL EXPERIENCE

Public Diplomacy Coordinator

U.S. Embassy Madrid – Madrid, Spain

June 2024 – January 2025

- Analyzed program and engagement data to inform outreach strategy and performance reporting for education initiatives.
- Performed CRM data clean-up and validation, improving data accuracy and reporting reliability.
- Tracked KPIs related to participation, demographics, and program outcomes to inform decision-making.
- Coordinated datasets and reporting inputs across internal teams and external partners.
- Supported high-visibility public diplomacy initiatives through data-driven reporting.

Program & Events Coordinator

Mediterranean Association of International Schools – Madrid, Spain

May 2022 – November 2023

- Managed and analyzed registration, attendance, and feedback data for international conferences (400+ participants).
- Built structured reports to evaluate event performance, engagement, and ROI.
- Supported data-driven marketing initiatives that increased participation rates by ~20%.
- Maintained and optimized CRM datasets to support membership tracking and renewals.

Donor Relations & CRM Manager

HistoryMiami Museum – Miami, FL USA

December 2017 – February 2022

- Led CRM analytics, reporting, and data governance using Blackbaud Altru, supporting fundraising, marketing, and leadership teams.
- Designed and automated recurring reports tracking revenue, donor retention, campaign performance, and engagement trends.
- Applied data segmentation to personalize outreach, contributing to a 25% increase in donations.
- Defined data standards and governance practices, ensuring audit-ready and high-quality datasets.
- Trained cross-functional teams on data interpretation, dashboards, and CRM workflows.

Museum Educator & Operations Manager

HistoryMiami Museum – Miami, FL USA

May 2015 – December 2017

- Collected and analyzed visitor and program data to inform improvements in educational offerings and operational efficiency.
- Supported budget tracking and performance monitoring for public programs and city tours.
- Supervised teams and coordinated logistics using structured planning and performance metrics.

EDUCATION & CONTINUOUS LEARNING

Coursework toward M.A. in Museum Studies

University of Florida – Gainesville, FL USA | Aug 2006 – July 2009

Bachelor of Arts in Humanities

Florida International University – Miami, FL USA | Aug 2002 – Jun 2006

AI & Data Upskilling

- Adalab – Data Analytics & AI Bootcamp (full-time) | Sept 2025 – Jan 2026
- Datahack – Data & AI Fundamentals | Apr 2025 – Jun 2025
– Includes IBM SkillsBuild: Artificial Intelligence Fundamentals
- Ongoing professional development in Data Analytics, Power BI, SQL, and Python

CERTIFICATIONS & TOOLS

Salesforce (Certified) · Blackbaud Altru CRM (Certified)

Power BI · Tableau · Excel · SQL · Python · GitHub · Google Workspace