

Del Manuel Cruz

BUSINESS ANALYST · DATA ANALYST · AI
BUILDER

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wq.github.io/portfolio

trajectiq.co (live product)

PROFESSIONAL SUMMARY

Business Analyst and data professional who ships working AI products and turns raw, messy operational data into clean decisions. Built **TrajectIQ™** — a live AI career-intelligence platform — solo, end-to-end, then analyzed its first-week GA4 data into a conversion funnel and a prioritized growth plan.

SKILLS & CERTIFICATIONS

DATA & ANALYTICS	SQL (PostgreSQL) · Python (ETL pipelines) · Advanced Excel (Pivot Tables, XLOOKUP, Macros, Power Query) · Tableau · Google Analytics 4 · Relational data modeling (Postgres, Google Sheets) · Data validation & reconciliation
BUSINESS ANALYSIS	SDLC & iterative delivery · Gap analysis · UAT · QA / release audits · Process documentation · Stakeholder & client management · Pricing & business-case analysis · Market & competitive research
AI	Anthropic Claude API · Claude Code (AI pair-programming) · Prompt engineering · Agentic workflows · AI product management
PLATFORMS & TOOLS	Microsoft 365 (Excel, Outlook, Teams) · SMART 2019 ERP · Oracle NetSuite CRM · Supabase (Auth, Postgres, RLS) · Netlify serverless · GitHub Actions CI/CD · OAuth2 · PayPal billing · SPS Commerce · Acctivate ERP
CERTIFICATIONS	Google Business Intelligence · Google AI Essentials · Anthropic Claude 101 · In progress: CompTIA Security+ & Azure AZ-900 (June 2026), Microsoft PL-300 (Dec 2026)

PROFESSIONAL TRAINING

Infrastructure, Security & Data Track

JUN 2026 - DEC 2026

THE ACADEMY · FORT LAUDERDALE, FL

- Building enterprise security and cloud fundamentals (17 chapters of security architecture) — on track for **CompTIA Security+** and **Azure AZ-900** (2026), with **Microsoft PL-300** / Power BI in December 2026.
- Practicing defensive configuration in isolated sandbox labs — vulnerability auditing, Access Control Lists (ACLs), and Zero Trust — adding the security & compliance literacy finance- and healthcare-sector analyst roles increasingly value.

WORK EXPERIENCE

Operations / Data Analyst — Backorder Support

JUN 2026 - PRESENT

SOUTHERN CROSS AVIATION, LLC · VIA PRIDESTAFF FINANCIAL · FORT LAUDERDALE, FL (ON-SITE)

- Audited **266 purchase orders** in the SMART 2019 ERP on day one — by cross-referencing backorder due dates against vendor records and flagging discrepancies in Excel, hitting **99% data accuracy** and delivering a clean monthly backorder report on schedule.
- Managed vendor communications for open backorder items in Outlook — by validating part numbers, PO references, and quantities against SMART 2019 ERP records before every send, catching and correcting **3 data errors** before they reached vendors.
- Built and maintained a consolidated backorder tracker in Excel across **12+ active POs** — using live formulas and status flags to create a single source of truth that gave operations real-time visibility into pending and past-due items.
- Identified and escalated past-due and stale-data POs — by reconciling live SMART 2019 ERP records and FedEx delivery tracking against weekly status reports, preventing redundant vendor outreach and tightening data accuracy.
- Coordinated cross-functionally with operations management over Microsoft Teams — by confirming action items and escalations before vendor contact, eliminating duplicate communications and aligning outreach with management priorities.

AI Business Analyst

MAR 2026 - PRESENT

FUSTECH CONSULTING, LLC · FORT LAUDERDALE, FL

- Launched **TrajectIQ™**, a live AI career-intelligence platform validated by **40+ beta users** — by driving the full SDLC solo with Claude Code: requirements → architecture → **55 versioned iterations** → release QA audits → UAT → CI/CD deployment.
- Converted **28% of first-week visitors into captured leads** (122 visitors → 34 leads, measured in GA4) — by replacing the account-creation wall with a one-field email capture and instrumenting full-funnel event tracking.
- Produced a decision-ready 30-day growth plan targeting a diagnosed **58% homepage bounce** — by analyzing first-week funnel data and prioritizing lead-nurture emails, shareable results, and a homepage rework.
- Achieved zero client-side exposure of the proprietary scoring engine — by architecting it into Netlify serverless functions behind Supabase auth, Google OAuth2, Row-Level Security, and CSP headers.
- Enabled revenue from launch day with live 3-tier subscription pricing — by integrating PayPal billing with webhook lifecycle sync; shipped 4 more production AI apps via GitHub Actions CI/CD.
- Saved the company from a potential six-figure trademark dispute — by running USPTO prior-art research across 4 brand names, surfacing a funded-competitor conflict, and building the rename business case.

Data Analyst — Contract

JAN 2026 - MAR 2026

NEO ARCHITECTURAL LIGHTING · VIA PRIDESTAFF · HOLLYWOOD, FL

- Delivered a campaign-ready **833-firm** NYC go-to-market database to C-suite leadership — by sourcing, cleaning, and validating 399 emails and 586 LinkedIn URLs across 6 specifier categories.
- Protected **\$9,022** in commission from an unrecoverable loss — by catching missing specifier data on a purchase order and locking in documentation before entry.
- Prevented a mispriced international order, a 53% European discount wrongly applied to a US contract — by cross-referencing two price-list files and correcting the unit price before processing.

Account Manager

JUN 2025 - DEC 2025

PHARMSOURCE WHOLESALe · SUNRISE, FL

- Safeguarded data accuracy across **39 orders and \$24,036** in revenue with zero billing disputes — by building quotes, processing sales orders, and reconciling fulfillment records in Oracle NetSuite CRM across the full order lifecycle.
- Managed a **603-account** customer data portfolio with zero order errors — by keeping owner and purchasing-contact records accurate and validating order details before entry.

Case Analyst

JUN 2023 - SEP 2024

NYC DEPARTMENT OF HEALTH & MENTAL HYGIENE · NEW YORK, NY

- Sustained **zero documentation errors** across all reporting cycles — by maintaining audit-ready compliance records and validating case data for an active agency caseload.
- Accelerated case resolution across the unit — by analyzing records to surface progression gaps and escalating them to supervisors before they stalled.

SELECTED PROJECTS - DELMANUELCRUZ-WQ.GITHUB.IO/PORTFOLIO

- **The AI Hiring Lens** — Morgan Stanley PYTHON · WEB SCRAPING · MATPLOTLIB · SCORING MODEL — scraped and ranked the skills across 20 of Morgan Stanley's live 2026 job postings (risk modeling 50%, Python 45%, SQL 40%) and quantified the 2023→2026 demand shift (Python +17 pts, SQL +15 pts), then scored candidate-role fit on a 0-100 model with category-level gap analysis — a Python pipeline with documented data provenance.
- **Hoopinsights** — Knicks Playoff Sweep PYTHON · SQL · DATA PIPELINE — built a Python + SQL pipeline over all four box scores from the Knicks' 4-0 sweep of Cleveland (avg margin +19.3) and isolated the decisive lever — their "ICE" defensive coverage outscored Cleveland by +21 points per 100 possessions — turning raw game data into a clear causal story.
- **SF Crime Analysis** SQL · PYTHON · TABLEAU · TEAM OF 5 — analyzed a year of San Francisco incident data to map hotspots and timing patterns and recommend funding priorities; built the Tableau dashboards.
- **Magic City Telecom Capstone** AUDIENCE ANALYTICS · A/B TESTING — audience analyst on a 4-team capstone; segmentation + A/B testing (CPA/CTR/CVR) surfaced ~\$500K in potential savings and an 8.54% conversion lift.

FELLOWSHIP & EDUCATION

Data Analytics Fellow

AUG 2024 - DEC 2024

COOP CAREERS - DATA ANALYTICS FELLOWSHIP · MIAMI, FL (REMOTE)

- Returned as a fellowship alum to mentor **40+ incoming fellows** on breaking into data — after building my own analytics foundation (SQL, Tableau, Advanced Excel) through 200+ hours of applied training across 3 full-scale projects.

Florida International University — Bachelor of Arts, International Relations

MIAMI, FL