

ARNOLD BUSTINZA PUMA

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PROFESSIONAL PROFILE

Professional with a background in Mechatronics Engineering and Business Management, focused on data analysis, process automation and artificial intelligence. Experience in advertising information analysis and quality control, development of tools with Excel/VBA, and use of Python and SQL for data processing and querying. Development of solutions with generative AI, RAG architecture and automation through n8n. English C2 and international training in Operations, Logistics and Lean Management.

TECHNICAL SKILLS AND COMPETENCIES

- Data Analysis & Programming: Python (intermediate), SQL (basic), advanced Excel (VBA and macros), basic ETL.
- AI & Automation: RAG (Retrieval-Augmented Generation), AI agents, n8n, Prompt Engineering.
- Databases & Environments: PostgreSQL, Railway.
- Management & Processes: Lean Management, Scrum, agile methodologies, process design, MS Visio.

WORK EXPERIENCE

Auditsa Ad Tracking - Arequipa, Peru

Dedicated Media Monitor | 12/2024 - Present

- Real-time monitoring, identification and classification of advertising information broadcast on television, ensuring correct categorization and record quality.
- Development of control tools in Excel and VBA macros to supervise operational progress, validate information and support the detection of inconsistencies.
- Development of Python scripts and SQL queries to support data processing, analysis and querying tasks.

Telus Digital - Remote

Personalized Ads Assessor (Freelancer) | 01/2024 - 05/2025

- Assessment of the relevance and quality of online digital ads considering temporal, demographic and user-interest parameters.
- Preparation of linguistic and cultural feedback on advertising content using the established evaluation forms and criteria.

Tejada y Tejada Turbos - Arequipa, Peru

Intern Student (Part-time) | 03/2022 - 12/2022

- Diagramming of internal processes and preparation of operational documentation to support administrative control.
- Design and implementation of a tool for supplier evaluation, price comparison and historical information lookup.

Celilen'm - Arequipa, Peru

Intern Student | 03/2019 - 03/2021

- Design and implementation of an automated Excel tool to organize and compare supplier information, including prices and record history.

HIGHLIGHTED AI AND AUTOMATION PROJECTS

Intelligent Operations Assistant - TELEAUDIT PERU (Alura Latam / ONE)

- Development of an assistant based on RAG architecture to answer operational queries using corporate documentation as the knowledge source, reducing reliance on answers generated without documentary context.
- Implementation of an information retrieval system using a vector database to generate contextualized answers from internal documentation.

Intelligent HR Agent and Workflow Automation (Oracle Next Education)

- Development of an automation workflow in n8n integrating generative AI, conversational memory, PostgreSQL and Telegram to handle human resources queries.
- Migration and reconfiguration of the project infrastructure after issues with the original deployment environment, keeping the solution operational.

EDUCATION

Bachelor's Degree in Business Management

Universidad Nacional de San Agustín de Arequipa - Peru | 03/2018 - 12/2023

- Weighted GPA: 15.87 / 20.0

Bachelor's Degree in Mechatronics Engineering

Universidad Católica de Santa María - Arequipa, Peru | 01/2013 - 12/2018

CERTIFICATIONS AND COMPLEMENTARY TRAINING

Oracle Cloud Infrastructure 2025 Certified AI Foundations Associate

Oracle | 09/2026 - 09/2028

International Program in Operations, Logistics and Lean Management

CUOA Business School - Vicenza, Italy

- Distinguished graduate of the program with honorary distinction for performance and an institutional event invitation from IBS Americas.

Specialization in Programming Fundamentals and Generative AI

Alura Latam & Oracle Next Education (ONE)

Specialization in Data Analytics

Certus - Arequipa, Peru | 05/2025 - 10/2025

- Weighted GPA: 18.8 / 20.0

AWARDS AND SCHOLARSHIPS

- Partial scholarship for the International Program in Operations, Logistics and Lean Management at CUOA Business School.
- First Place - Innovation Challenge 2022 | 07/2022.
- Scholarship of the Virtual Student Internationalization Program (PIVE) | 08/2022.

LANGUAGES

- Spanish - Native
- English - C2