

# Arnold Bustinza Puma

Arequipa, Perú • bustinzarnold@gmail.com

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Mechatronic Engineer with hands-on experience in data analysis and business operations, particularly in TV advertising monitoring. Skilled in Excel automation, SQL, and basic Python, with a focus on improving operational efficiency and supporting data-driven decision making. Experienced in process optimization and applying agile methodologies in real work environments.

## AWARDS & SCHOLARSHIPS

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### Virtual Student Exchange Program (PIVE) • 08/2022

Universidad Nacional San Agustín

### First Place in INNOVATION CHALLENGE 2022 • 07/2022

Pontificia Universidad Católica del Perú (PUCP)

## WORK EXPERIENCE

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### Auditsa Ad Tracking • Arequipa Perú • 01/2025 - Present

#### Junior Advertising Media Analyst • Full-time

- Monitored and classified TV advertisements in real time, enabling accurate tracking of campaign performance, reach, and estimated advertising costs.
- Improved team performance tracking by developing Excel tools with macros, enabling error detection and progress monitoring.
- Developed basic data analysis solutions using SQL and Python to automate daily reporting and reduce manual workload.

### Tejada y Tejada Turbos • Arequipa Perú • 03/2022 - 12/2022

#### Administrative Assistant • Internship

- Supported administrative operations by developing process diagrams and standardizing documentation, improving workflow clarity and operational control.

### Celilenm • Arequipa Perú • 03/2019 - 03/2021

#### Administrative Assistant • Full-time

- Improved supplier selection by designing Excel forms that compared prices among top suppliers, transitioning from a manual comparison system to an automated one.
- Developed business improvement plans by implementing a product diversification strategy, expanding sales from cellphone and tablet accessories to computer and IT products.

## EDUCATION

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### Bachelor's Degree in Mechatronics Engineering

Universidad Católica de Santa María • Arequipa Perú • 03/2013 - 12/2018

### Specialization in Industrial Instrumentation and Automation

TECSUP • Arequipa • 03/2019 - 03/2021

### Bachelor's Degree in Business Management

Universidad Nacional San Agustín de Arequipa • Arequipa Perú • GPA: 15.87 • 03/2018 - 12/2023

### Data Analytics Certification

Certus • Arequipa, Peru • 07/2025 - 10/2025

## SKILLS

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AutoCAD / Inventor, Excel (Advanced, Macros), PLC Programming, Power BI, Python (Basic), SQL

**Project & Business Management:** Business Management, Logistics Management, Process Mapping, Project Management, SCRUM

**Business & Analytics:** Agile / Scrum, Data Analysis, Process Mapping, Process Optimization

**Soft Skills:** Attention to Detail, Communication, Leadership, Team Collaboration

**Technical Skills:** AutoCAD / Inventor, Excel (Advanced, Macros), PLC Programming, Power BI, Python (Basic), SQL

## CERTIFICATIONS

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### Scrum Master Certification • 08/2024 - 10/2024

SCRUM Study

### Advanced English Certificate with Honors • 02/2014 - 07/2018

Centro Cultural Peruano Nortamericano