Geoffrey Guerin

Data Engineer / Business Analyst — ETL, SQL, BI & AI-driven Automation

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French national · Based in Brussels

PROFILE

Data engineer and business analyst with three years of cumulative professional experience at Siemens, Lufthansa Group and PMU. I build ETL pipelines and databases that turn raw data from multiple sources (SAP, official registries, partner data) into reliable KPIs, Power BI dashboards and automated reporting, and I use AI every day to build tools: bots, web and iOS apps and fully automated video studios. Master's degree in International Business Engineering (IAE Montpellier), now completing a second master's, an MSc in Data Management & Business Analytics at EDHEC (online, alongside full-time work). Truly international: I have studied, worked and lived in four countries in three and a half years (USA, Canada, France, Belgium) and work in English every day.

CORE SKILLS

ETL & data preparation	Dataiku, Power Query, ETL pipelines, data cleaning and transformation, Databricks, multi-source data reconciliation, data quality
Data visualisation	Power BI (DAX, Power Query, data modeling), Qlik Cloud, Tableau, Spotfire
Excel	Advanced Excel: pivot tables, advanced formulas, reporting models, automation with VBA and Python
SQL & databases	SQL queries, database design and analysis, data modeling, API data ingestion
Programming	Python (data processing, automation, APIs, bots), VBA, Swift / SwiftUI (iOS)
AI & automation	Generative AI and prompt engineering (Claude, ChatGPT, Gemini), AI agents, Claude Code, Power Automate, Power Apps
ERP, CRM & tools	SAP (data extracts), Salesforce, HubSpot, SharePoint, Microsoft 365, Google Workspace, GitHub, Google Cloud, Railway
Languages	French (native), English (C1, full professional proficiency), Spanish (B1)

PROFESSIONAL EXPERIENCE

Business Intelligence & Data Analyst (Internship) — Siemens Smart Infrastructure
Brussels Region, Belgium · September 2026 – Present · Working language: English

- Build Power BI dashboards on SAP data extracts retrieved every morning: Power Query transformations, DAX measures and daily KPI reporting for business teams
- Write SQL queries and manage ETL processes: extraction, transformation, cleaning, data modeling and integration
- Build Power Apps and Power Automate workflows integrated with Microsoft 365 (Excel, SharePoint, Outlook); automate recurring Excel tasks with Python and VBA
- Improve existing BI tools, data models and processes; gather requirements from business teams and translate them into data solutions

Sales Intelligence & Business Acquisition Analyst (Internship) — Lufthansa Group
Brussels Region, Belgium · March 2026 – August 2026 · Aviation · Corporate Sales and Market & Account Steering

- Designed and developed end to end an internal sales-intelligence tool that collected, cleaned, structured and qualified around 500 newly registered Belgian companies a day from official BCE/KBO data in one click, vs 50–60 a day handled manually by two people
- Built the data-processing and scoring logic, with consistency rules and AI-powered enrichment of company profiles to prioritise acquisition opportunities
- Built multi-page Spotfire dashboards on Databricks data for two business teams, including one reconciling ancillary sales and conversion with contracted seat capacity at flight level (custom flight identifier); also worked with Tableau
- Ran sales, financial and P&L analyses feeding action plans; presented solutions to stakeholders, supported business reviews and trained end users

International Business Development & Data Analyst (Internship) — PMU

Paris, France · April 2025 – August 2025 · International Division, UK & Ireland

- Responsible for analysing the UK and Irish markets, the largest market of PMU's International Division: collected, cleaned and analysed data for 25–30 B2B partners with Dataiku, Qlik Cloud and Excel
- Tracked KPIs and P&L drivers (turnover, stakes, margins), analysed trends and prepared and co-presented around ten partner business reviews with recommendations
- Conducted market research and competitive benchmarking, contributed to a call for tenders, maintained CRM data in Salesforce and coordinated with the Accounting, IT and Data teams

Administrative & Operations Apprentice (Work-study) — Groupe Actual

Béziers, France · September 2021 – June 2023 · Recruitment and temporary staffing agency

- Supported recruitment and placement, client relations, administrative and financial management, two years alongside my BTS studies, which I completed as valedictorian

PERSONAL TECH & AI PROJECTS — built in my free time, with AI as a daily co-pilot

- **Automated YouTube studios** — AI-driven production studios built with Claude Code and Python for several faceless channels (EN/FR): research and fact-checked scripting, AI voice-over (ElevenLabs API), motion design, editing, thumbnails; Shorts, long-form documentaries and clip edits; rendering split between Mac and a GPU workstation
- **Studio HQ** — web app (deployed on Railway) consolidating YouTube and TikTok data through their APIs into performance dashboards for my channels and friends' channels
- **ProspectAtlas** (in development) — multi-country prospecting web app built on official company registries (BCE/KBO, SIRENE): ingestion, normalisation, deduplication, multi-source enrichment and lead qualification, with full source traceability
- **iOS apps** (Swift/SwiftUI) — four apps developed end to end, including a social app for friend groups (friends, groups, messaging, maps, notifications with CloudKit and MapKit), a seven-tool multi-touch party app and a photo-sorting app (Photos, Vision)
- **Data & automation** — market-surveillance platform flagging anomalous Polymarket bets via API ingestion and suspicion scoring (in development); Discord alert and analysis bots; daily databases to track my projects
- **Creative work** — motion-design videos for brands; SEO

EDUCATION

MSc Data Management & Business Analytics — EDHEC Business School · online, in progress, alongside full-time work · Python, Statistics, Corporate Finance

Master's Degree, International Business Engineering — IAE Montpellier, France · 2024 – 2026 · graduated · finance coursework

Graduate Certificate in Business Management — McGill University, Montréal, Canada · 2025 · GPA 3.88/4.00 · Project Management, Agile Project Management, Business Economics (A)

Bachelor, International Management & Business — Lehman College (CUNY), New York, USA · 2024 · GPA 4.00/4.00

Double Degree: Bachelor + Licence 3 Management, Technologies & Sciences — IAE Montpellier · 2023 – 2024

BTS Gestion de la PME (SME Management) — Lycée La Trinité, Béziers · 2021 – 2023 · **Valedictorian** (ranked 1st in class), GPA 4.08/4.30, work-study

Baccalauréat S (Science) — French Guiana · 2020

INTERNATIONAL EXPERIENCE

Born and raised in French Guiana; studied, worked and lived in four countries in three and a half years: **New York** (USA) and **Montréal** (Canada) for my studies, **Montpellier** and **Paris** (France), then **Brussels** (Belgium) for work. Comfortable in multicultural teams; English is my daily working language.

CERTIFICATIONS & INTERESTS

Certifications — Excel: Economic Analysis and Data Analytics; Excel and ChatGPT: Data Analysis Power Tips (LinkedIn Learning); HubSpot Inbound Certification

Sport — high-level football (Pôle Espoir), French university champion 2025; training for a full Ironman; chess, kitesurfing