

# Krister Martinez

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<https://kristermartinez.com>

<https://kristermartinez.com/featured-work>

**786.379.1914**

Homestead, Florida, USA

Data Analyst

Experienced IT Engineer specializing in artificial intelligence and data analytics, with a record of leading technical teams and implementing data-driven solutions across ecommerce, software, and support sectors. Holds a Bachelor's degree in Data Analytics and an AI Practitioner Certificate. Starting in Summer 2025, I have been admitted to the Master's degree program in Data Analytics and Artificial Intelligence at Florida Atlantic University. Expertise includes practical application of machine learning, natural language processing, and computer vision to improve decision-making processes and AI integration in business environments. Portfolio showcasing work can be found at <https://kristermartinez.com/featured-work>.

## Work Experience

### Data Analyst

Dec 2023 - Present

[Bravo Tours](#) | Homestead FL

Increased customer service team productivity by 30% through the deployment of ChatGPT LLM, implementing a robust RAG system that empowered service agents to rapidly access solutions and respond to both internal and external inquiries.

- Developed an internal tech support FAQ system using GenAI, improving response times and reducing ticket volumes by 50%, providing a self-service knowledge base for employees.
- Created a Workforce Management knowledge base, optimizing resource allocation and reducing operational inefficiencies by 20%.
- Led cross-functional Team Oriented to automate codebase new feature selection and writing, streamlining workflow and reducing error rates by 15%.
- Spearheaded onboarding and training for virtual agents, enhancing readiness by 40%, and achieving seamless integration into customer-facing roles.
- Utilized Tableau and SQL to build interactive dashboards, which streamlined data analysis and presentations, reducing project turnaround time by 29%.

### Senior IT Help Desk Analyst

Aug 2006 - Dec 2023

[World Travel Holdings](#) | Wilmington MA

- Facilitated comprehensive workforce transformation of office workforce. from 3% to 97% working remotely to at this point 99-100%
- Assisted in increasing agent productivity by 50% which in turn continues to save the company millions in infrastructure expenses.
- Relocated 2 extensive call centers; one with a capacity of 250 and the other 150, in turn allowing agents to work remotely saving Millions of dollars in rent .
- Developed exceptional training program and onboarded all incoming tech support analysts for the last accelerating their productivity.
- Abetted in-depth technology support in conferences to represent franchise owners.

### Internet Consultant

Jan 2006 - Jun 2008

[Punto Mio](#) | Miami FL

- Administered the initial launch of website to service shipping from the USA to Latin America
- Analyzed extensive data based on the popularity and growth of Ecommerce activity from America to households throughout
- Latin America
- Organized massive email campaigns, specific to each country, to increase Ecommerce transactions to be shipped via the Punto Mio network

## **Electronic Marketing**

Jan 2005 - Jan 2007

[TransExpress](#) | *Doral*

- Established exceptional multi-year, season and country based email marketing campaign.
- Increased Ecommerce transactions boosting sales from 100% to 1000% for diverse markets via online and offline campaigns.
- Utilized Master Delivery with regional banks to promote Ecommerce transaction via credit-card usage.

## **President**

May 2003 - Aug 2006

[MerchandiZer](#) | *Doral Florida*

Led IT operations across multiple international offices, overseeing infrastructure, security, and team management. Designed and implemented IT strategies, identified security risks, and improved user satisfaction. Hired, managed, and developed IT staff, including branch offices in Mexico City and Lima. Contributed to business growth through successful M&A projects, enhancing technology capabilities and expanding development operations.

- Assisted Seamless Technologies in their public offering.
- Expanded with cutting edge branch office of technology development in Mexico City, Mexico to expand the development of our proprietary Ecommerce application and established the utilization of a top of the line development team by Microsoft.
- Expanded with cutting edge branch office of technology development in Lima, Peru to expand the development of our proprietary Ecommerce application.
- Hired and maintained quality local talent in Lima, Peru with functioning office evolving all aspects of software development.
- Finalized M&A projects to bring specific cutting edge and custom SEO Technology to the company.

## **Chief Technical Officer**

Mar 1999 - Jul 2003

[HipHip Software Inc](#) | *Miami Lakes, Florida*

Oversee IT operations, including infrastructure and server architecture, to ensure efficient system functionality. Led IT team across offices, designed and implemented IT strategies, and enhanced geo-redundancy across data centers. Improved technical support by introducing customer software, new procedures, and reporting systems. Coordinated software development to meet infrastructure needs. Identified and mitigated security risks, ensuring system integrity. Contributed to pre-sales efforts through technical documentation and implemented a technical sales training program. Managed help desk support ticketing, assessed needs for new equipment, and maintained vendor relationships. Evaluated IT performance against goals to optimize business outcomes and improve user satisfaction.

- Responsible for overall infrastructure and efficient running of IT operations.
- Oversee the comprehensive development and implementation of our colocation and server architecture.
- Developed geo-redundancy within various data centers infrastructure
- Improved and expanded the technical support department by introducing customer software, better procedures and reporting.
- Assisted exceptional technical sales by documenting specific answers from the pre-sales point of view.
- Introduced and implemented a breakthrough technical sales training and procedures.
- Coordinated profound software development team to accommodate infrastructure and feature development procedures.

## **Director of Information Systems**

Jan 1998 - Feb 1999

[Gary, Williams, Parenti, Watson & Gary P.L.L.C](#) | *Stuart, Florida, United States*

Managed IT operations and infrastructure across multiple locations, implementing IT strategies aligned with business needs. Led an IT team, oversaw the help desk, and fostered vendor relationships for optimal service. Conducted risk

assessments, managed budgets, and analyzed business requirements for effective tech solutions. Modernized and upgraded systems while ensuring support for company growth.

- Modernized multiple law firm offices for Y2K readiness.
- Updated desktop clients with latest Windows.
- Implemented new management software upgrade
- Designed and established faster, more secure LAN and WAN networks.

## Founder and Technical Advisor

Jan 1997 - Jan 1998

*Fiera Inc*

Spanish Search Engine

## Computer Scientist

Mar 1992 - Aug 1997

[University of Hawai'i](#) | Hilo, Big Island, Hawaii

Directed and implemented a migration from the Plato educational computer system to Server-Client technology instruction.

- Implemented the internet at the University of Hawai'i Hilo

## Projects

### Featured Work

<https://kristermartinez.com/featured-work>

### AI Liquid Portfolio Resume

Studies show that a significant percentage of college students struggle to recall coursework from previous semesters, hindering their ability to build on acquired knowledge and achieve academic success. LiquidPortfolio Resume, an innovative AI powered platform, addresses this challenge by creating a dynamic archive of student materials and facilitating easy retrieval of specific concepts or reviewing personal academic resources using intuitive natural language queries. <https://liquidportfolioresume.ai/>

## Volunteer Experience

### President

Jan 2019 - Present

*Sonoma at the vineyards HOA*

As the HOA president, I and the management company oversee community operations, enforce rules, lead board meetings, communicate with residents, manage budgets, coordinate with vendors, and ensure compliance with bylaws, aiming to maintain property values and foster a harmonious neighborhood environment.

## Core Skills

Knowledge Engineering, Python, Skill Development, Business Growth, Marketing Campaigns, Data Visualization, Tableau, Data Analysis, Python (Programming Language), Data Science, Artificial Intelligence (AI), Machine Learning, Large Language Models (LLM), Computer Vision, MySQL, Azure SQL, Big Data Analytics, Online Travel, E-commerce, Web Applications

## Education

### Florida Atlantic University

Starting Summer 2025

### Masters in Artificial Intelligence

### Miami Dade College

Aug 2023 - Dec 2024

**Artificial Intelligence Practitioner Certificate** Artificial Intelligence  
GPA 3.7

## **Miami Dade College**

Aug 2020 - Dec 2024

**Bachelor** Data Analytics  
GPA 3.72

## **University of Hawai'i System**

Jan 1991 - Jan 1996

Computer Science

## **Languages**

**Spanish** (*fluent*)

## **Certificates**

**Python Data Structures and Algorithms**

Aug 2024

*LinkedIn*

**Complete Guide to Power BI for Data Analysts by Microsoft Press**

Jun 2024

*LinkedIn*

**Managing Jira Projects: 1 - 3**

May 2024

*LinkedIn*

**Python Data Structures and Algorithms**

May 2024

*LinkedIn*

## **Interests**

Fast cars, I own a 2023 Z51, Racetrack ready, Corvette Stingray & Orchids, I have a small orchid house in my backyard. 50 plus orchids of different types.