

# Fernando Alatorre Alexander

## SUMMARY

**Bilingual AI & Data-Driven Project Manager and Business Intelligence Specialist** with over 15 years of experience transitioning from the entertainment and healthcare industries to the technology sector. Leveraging a unique blend of creative and analytical skills, I have successfully led cross-functional teams in driving digital transformation, process improvement, and strategic alignment to achieve business goals. Certified in project management, business intelligence, and generative AI, I bring a robust portfolio of data-driven projects that have optimized performance metrics, enhanced stakeholder engagement and delivered complex projects on time and within budget.

## CERTIFICATIONS

- [Google Project Management](#)
- [Generative AI for Project Management](#)
- [Microsoft Project Management \(PMP In Progress\)](#)
- [Generative AI for Project Managers \(PMI\)](#)
- [Fundamentals of Project Management \(PMI\)](#)
- [Fundamentals of Agile Project Management \(PMI\)](#)
- [The Basics Of Scrum \(PMI\)](#)
- [Generative AI for Data Analytics](#)
- [Google AI Essentials](#)
- [Tableau Business Intelligence Analyst](#)
- [Google Data Analytics](#)
- [Google Advanced Data Analytics](#)
- [Machine Learning – Stanford University & Open AI](#)
- [Google Business Intelligence](#)
- [IBM Data Analyst](#)

## EXPERIENCE

### Happy Fénix Music & Video Production — Founder, CEO & Project Manager *(January 2012 – Present)*

Led strategic planning, budgeting, and execution of diverse music and video production projects, using data-driven decision-making to optimize process improvement and enhance stakeholder engagement. Managed cross-functional teams, delivering projects on time and within budget, while driving digital transformation in creative operations.

### Oncología Móvil — Project and General Manager *(October 2018 – September 2021)*

Directed the operational structure and digital transformation of an oncology clinic, implementing KPI-driven strategies and business intelligence to optimize performance metrics. Led financial forecasting, budget management, and stakeholder engagement, resulting in improved service standards and cost efficiencies.

### Ferk - Project Manager & Creative Director *(September 1997 – July 2023)*

Managed all aspects of the Ferk music project, from creative direction and production to budgeting and stakeholder engagement, leveraging data-driven strategies to maximize audience engagement and ROI. Directed social media campaigns, significantly increasing online presence and project success.

### Indieconectados — Founder, Director & Project Manager *(October 2014 – September 2017)*

Founded and managed a collective for independent musicians, overseeing concert tours, album production, and media strategies. Applied project management methodologies to ensure operational efficiency and foster collaboration, driving growth and revenue for the collective.

## EDUCATION

### Continuous Professional Development *Ongoing*

Completed certifications in Project Management, Data Analytics, Business Intelligence, ML, and Generative AI.

Self-taught and industry-experienced in advanced data analysis, stakeholder management, and digital transformation strategies, with over 20 years of practical expertise.

## SKILLS

### Project Management

Agile/Scrum, Waterfall, Hybrid  
Risk Management, Budgeting,  
Strategic Planning  
Stakeholder Management,  
Communication & Leadership  
Project Management Tools like  
Asana, ChatGPT, and Trello, etc.

### BI & Data Analytics

Tableau, Python, SQL, Advanced Excel,  
KPI Tracking, EDA  
Generative AI, Machine Learning,  
Data-Driven Decision Making

### Additional Skills

English and Spanish (Fluent)  
Social Media Management,  
Content Creation,  
Event Planning  
Video & Audio Editing and Production

## DATA ANALYTICS & BI PORTFOLIO:

A showcase of data-driven projects in business intelligence, analytics, and AI, demonstrating expertise in data analysis and strategic decision-making.