Cintia Campos, CAMS, MBA, MPS, CGBSS, MS-CS Candidate

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MOTIVATION

I am an accomplished Principal Data Analyst experienced in SQL, Jupyter Notebooks, and Data Visualization. I am driven to solve complex problems, improve operational efficiency, and deliver actionable insights while collaborating to achieve shared goals.

EXPERIENCE

- **Solved a significant compliance gap for the AML monitoring of 'Walmart's Corporate Prepaid Gift Card Purchasing Program'.** Developed and implemented two new transaction monitoring rules and reports to support the FIU team. Leveraged eCommerce Questionable Activity Referrals and FIU investigation findings to label the dataset and score transactions and customers using rolling 14 days and 30 days window functions and a confusion matrix using BigQuery and Jupyter NB. The rules, based on the most vital features, significantly reduced false positives and improved AML efforts.

- **Applied K-means clustering to analyze entity over clustering** in AML transaction data, utilizing the **Elbow Method** to evaluate the "within-cluster sum of squares" (WCSS) and determine the optimal number of clusters. Labeled clusters to refine a rule-based entity-resolution model where rules were constructed from a combination of PII attributes. This analysis identified overly permissive rules that introduced a bias towards excessive clustering of entities. By adjusting these rules, I improved the model's precision in distinguishing true anomalies from noise, enhancing its effectiveness in detecting potential money laundering activities.

- **Designed, developed, deployed, and maintained** both recurring and ad-hoc reports, queries, analyses, and dashboards utilizing SQL, Python (Jupyter NB), Apache Spark (Dataproc), Tableau, Tableau Prep, Power BI, and Looker Studio to provide actionable insights, solutions, and answers to the Global Financial Services Compliance Group (FSC). Worked with large data sets (14B+ rows) from various systems and databases (SAS Studio, SAS VA, Google Big Query, Google Storage, Oracle Acxiom, SharePoint, etc.), including 1st & 3rd party data (Walmart, Sam's Club, Incomm, Alliance, Acxiom, TransNetwork). Executed Extract, Transform, Load (ETL) processes and conducted thorough data cleaning and analyses.

- **Influenced business strategy and product management at Walmart** by identifying the root cause of entity resolution under-clustering in the Quantexa tool and implementing logarithmic analysis to address skewness bias in the data. Solution allowed for a precise assessment of exclusion criteria thresholds for compound keys matching transactional data to entities. This enhancement improved data model performance by 15.5% and provided reliable, actionable insights to the Financial Intelligence Unit (FIU) investigations and decision-making.

- **Lead data quality/integrity investigations and Root Cause Analysis (RCA)** to drive effective solutions with the Reporting and Entity Resolution Workstreams. Provided coaching and code review to Junior Data Analysts during report/dashboard development and root cause analyses.

- **Extracted, Analyzed, and Transformed Inbound Transactional data** for integration into Quantexa Entity Resolution (ER) DAGs using SQL, Python, and Spark Scala. Managed data pipelines using Apache Airflow, ensuring seamless workflow orchestration, scheduling, and monitoring to maintain data integrity and successfully complete the DAG runs. Conducted tech testing and validations on ER Outbound and Entities resolved (89M+ entities) before flattening files and loading ER Tables in GCP (QA, Stage, Prod) for stakeholders' consumption (including downstream teams) and insights.

- **Participated in Agile sprint planning sessions,** defining user stories, and prioritizing tasks to meet project milestones. Drove requirements, defined success criteria, designed test cases, and signed off on User Acceptance Testing (UAT). Conducted sprint demos to showcase completed work to stakeholders and facilitated retrospectives to identify areas for improvement. Created and maintained comprehensive project documentation on Confluence.

- **Led Brightstar Corporation's global (EMEA, APAC, LATAM, and North America) strategic development of offshore operations** for multiple functions and the transition (Lift & Shift) of in-country transaction processes to a captive dedicated Shared-Services Center (SSC) in Costa Rica and India, managing strategy, tasks, schedules, analyses, resources, and all stakeholders, from planning to the go-live and stabilization phases, to gain labor arbitrage, centralized and standardized processes, improved internal controls and maximized profit margin. Established policies to align with corporate and in-country environments; evaluated current procedures and implemented key improvements.

- **Led the design and implementation of Publix Pharmacy's Controlled Substance Diversion Data Analytics Program**, using Azure Databricks SQL and Power BI to detect risks associated with DEA-controlled substances. Developed dashboards to identify drug diversion risks by reconciling ERX and INMAR adjustments. Collaborated with the Data Architect to define data models during the migration of the legacy data warehouse to the Cloud, cleaning data and creating ETL flows to support KPIs. Deployed the model to Power BI Premium to assist Compliance and Investigation teams in detecting and reporting risks to the DEA.

- **Designed the Entity-Relationship Diagram (ERD) for an Auto Racing database** to structure, process, optimize, and query car racing data with SQL, R, and Python Pandas. Created the 'AS-IS' and 'TO-BE' Process Maps, with ETL flows for a statistical analysis model measuring central tendency and variability for laps and circuit segments, time series analysis, and reporting results with interactive data visualizations in Tableau to assist the Sanctioning Body make Balance of Performance (BoP) adjustment decisions and ensure close racing between different vehicles.

EXPERIENCE

WALMART
AML Principal Data Analyst / Quantexa Engineer   Apr 2022 – Present

PUBLIX PHARMACY
Drug Diversion Data Analyst   Dec 2021 – Apr 2022

INNOVATIONS20
Data Scientist   Apr 2021 – Apr 2022

CINTIA CAMPOS ARTWORKS LLC
President / Consultant / WordPress Developer   Sep 2018 – Aug 2021

BRIGHTSTAR CORPORATION (LIZEWIZE)
Director of Finance Transformation PMO   Sep 2016 – Jun 2018

GLOBENET CABOS SUBMARINOS
Corporate Project Manager/Analyst   Dec 2015 – Sep 2016

MONEYGRAM INTERNATIONAL
LATAM & Caribbean AML Regional Compliance Manager   May – Sep 2015

INTEL CORPORATION
Sr. Financial Analyst   Mar 2006 – May 2015

EDUCATION

UNIVERSITY OF COLORADO BOULDER, Boulder, CO   Est. Jun 2027
Master of Science in Computer Science with a Graduate Certificate in Artificial Intelligence

- *Relevant coursework: Data Mining; Introduction to Generative AI; Machine Learning*

NEW YORK UNIVERSITY, New York, NY   Mar 2023
MicroBachelors in Introduction to Databases

- *Relevant coursework: Introduction to Database Queries; Advanced SQL Queries; Advanced Data Administration*

UNIVERSITY OF MIAMI RSMAS, Miami, FL   Jul 2021
Master of Professional Science in Marine Ecosystems and Society

- *Relevant coursework: Introduction to Marine Geographic Information Systems (ArcGIS)*

BOSTON UNIVERSITY QUESTROM SCHOOL OF MANAGEMENT, Boston, MA   Jan 2002
Master of Business Administration, Finance Concentration

- *Relevant coursework: Quantitative Decision Making; Modeling in Excel: Optimization & Simulation*

PONTIFICIA UNIVERSIDADE CATOLICA DE CAMPINAS, Campinas, SP, Brazil   Dec 1996
Bachelor of Science in Business Administration

- *Relevant coursework: Applied Mathematics, Mathematical Economics, Statistics and Probability, Econometrics and Economic Statistics*

AWARDS AND CERTIFICATIONS

- Walmart Making the Difference Awards
- ICAP (Intel Capital) Finance Division Recognition Award (DRA)
- Intel BARc Productivity Recognition Award
- IBM Data Science Professional Certificate
- Microsoft Certified: Azure AI Fundamentals
- Quantexa Technical Foundations (Entity Resolution)
- Apache Airflow Fundamentals
- Green Belt Six Sigma Methodology (CGBSS)
- ACAMS Certified Anti-Money Laundering Specialist