Marcos Reza

Business Process & Data Analyst · AI Automation

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SUMMARY

Business process and data analyst, advanced in AI. I lead AI adoption hands-on: I find where time and money are lost, then design, build and run the AI tools, automations and API integrations that fix it. At American Airlines Group (Envoy Air) I built a **Power Apps onboarding app adopted by 7 teams**, with an **estimated ~$56K in yearly savings**. As a freelance consultant I built and run a **12-agent Claude AI system** that handles the day-to-day operations of a marketing studio.

EXPERIENCE

AI Automation & Analytics Consultant 2025 – Present
Freelance · Knoxville, TN

- Led AI adoption end to end: designed and run a **12-agent AI system (Claude)** that handles SEO checks, site monitoring, reporting, ads, sales outreach and daily briefings.
- Built a **team scheduling app** for a Knoxville sports performance gym: schedules, photo uploads, polls and phone notifications.
- Built a client dashboard that pulls Google Analytics 4, Search Console and Google Maps rankings into one monthly report through their APIs.
- Connected business tools through APIs: Google Business Profile, Meta ads, QuickBooks, Cloudflare and SEO data providers.
- Websites, Google profiles and ads for **8 local businesses**; ranked a client car wash in **Google Maps' top 3 across 94% of its area**.

Analyst, HRIS & Reporting Jun 2024 – Aug 2026
American Airlines Group – Envoy Air

- Designed and built OrgCentral, a **Power Apps onboarding app adopted by 7 teams**; **382 hiring manager submissions** in its first month.
- Optimized and automated onboarding workflows for an **estimated $56,000 in yearly savings**.
- Built a project-tracking tool in Azure DevOps to plan, track and deliver the team's app work.
- Analyzed station headcount against authorized numbers; delivered weekly reports to Workforce Planning.
- Set up staffing positions and headcount structures for new stations won in competitive bids.

Robotic Process Automation Developer Jun 2023 – Oct 2023
First Fidelity Bank

- Automated data tasks with AirScript database queries in RPA projects.
- Maintained and patched automation scripts; managed source code and version control.

EDUCATION

University of Oklahoma Dec 2023 · GPA 3.8
BBA, Management Information Systems

SKILLS

Advanced AI: AI agents (Claude), multi-agent orchestration, prompt and workflow design, AI automation, RPA

Build: Power Apps, Microsoft 365 (advanced), Python, SQL Server, HTML, CSS, JavaScript

Data & APIs: REST APIs, API integrations, Google Analytics 4, Search Console, dashboards, reporting

Process: Process optimization, process improvement, headcount and workforce reporting

Tools: Azure DevOps, GitHub, Cloudflare

CERTIFICATES

Claude 101 · Anthropic · Nov 2026
AI Fluency: Framework and Foundations · Anthropic · Nov 2026
Google Analytics certificate · Coursera