

Andrew Rocha

Data Operations & Workflow Automation Specialist

Fort Worth, TX | LinkedIn | Contact through the protected web resume buttons

PROFESSIONAL SUMMARY

Detail-oriented data operations specialist with hands-on experience cleaning, validating, organizing, and reconciling records across campaign, client, property, and internal business workflows. Owner-operator of YAHWAYLOVE LLC with practical experience building Python/AI-assisted processes, documenting repeatable SOPs, and validating outputs against source-of-truth data. Fluent in Spanish and comfortable working independently in async, low-supervision environments.

CORE SKILLS

Data Operations	Data Entry Data Cleaning Data Validation QA Review Records Management Data Consolidation Spreadsheet Hygiene
Automation & Systems	Python Workflows CLI Automation AI-Assisted Workflow Automation Form-Fill Automation AI Output Validation Supabase Process Documentation
Reporting & Ops	Campaign Data QA Performance Reporting Lead/Conversion Tracking Source-of-Truth Reconciliation Export Review
Platforms	Microsoft Excel Google Sheets Google Workspace SaaS Dashboards Project Management Tools Web/CMS Platforms
Work Style	Independent Remote Work Async Communication Accuracy Under Repetition Confidentiality Spanish/English Translation

PROFESSIONAL EXPERIENCE

Founder / Data Operations & Automation Lead - YAHWAYLOVE LLC

March 2025 - Present | Fort Worth, TX / Remote

- Built repeatable data workflows for client projects, campaign exports, AI research, internal records, and multi-platform business information.
- Used Python, CLI tools, and AI-assisted workflows to ingest, organize, deduplicate, and validate data from exports, dashboards, forms, and research sources.
- Created human-in-the-loop review processes for repetitive form-fill and data-entry workflows, improving speed while preserving accuracy and accountability.
- Maintained organized project records, client notes, campaign details, creative assets, and operational documentation across multiple tools.
- Documented workflows and SOPs so recurring data tasks could be completed consistently with minimal supervision.

Data & Campaign Operations Support - 414 Creative

April 2025 - Present | Remote

- Supported Meta Ads campaign operations by monitoring, cleaning, and organizing performance data across multiple client accounts.
- Reviewed campaign metrics, targeting signals, lead data, and reporting exports to identify inconsistencies and support better optimization decisions.
- Helped improve targeting precision and cost-per-lead performance within 2-3 months through organized campaign data review and operational support.
- Reconciled reported metrics against platform data and maintained clean records for client-facing updates.

Documentation & Records Specialist - Lake Arenal Real Estate

September 2023 - March 2024 | Nuevo Arenal, Costa Rica

- Captured, organized, and maintained property records, client details, listing information, media files, and supporting documentation.
- Standardized property data and listing assets so records were easier to retrieve, compare, and update.
- Supported accurate bilingual documentation by translating between English and Spanish for clients and internal teams.
- Combined field documentation, media organization, and client-data accuracy in a self-directed work environment.

Independent Contractor - Miracle Method / Tub Done Refinishing

August 2024 - February 2025 | Orange, TX & Boca Raton, FL

- Managed contractor work independently from intake through completion, including scheduling, materials, job details, timelines, and quality checks.
- Maintained accurate project notes and customer details while working with limited supervision.
- Demonstrated reliability, self-direction, and consistency in detail-heavy service work.

Operations / Valet - Corinthian

May 2018 - April 2021 | Marina Del Rey, CA

- Provided high-trust service for residents while maintaining accuracy, organization, and accountability in daily vehicle operations.
- Implemented process improvements that increased parking capacity by 20%.
- Recognized as Employee of the Month for reliability and consistent service quality.

SELECTED PROJECTS

AI-Assisted Career OS / Job Workflow Prototype - Built a local workflow for job discovery, resume matching, keyword gap analysis, and application preparation using public ATS job-board data and structured Markdown outputs.

Digital Operations & Knowledge Consolidation - Organized personal and business data from exports, dashboards, research tools, and agent workflows into cleaner records for retrieval, review, and future automation.

YAHWAYLOVE Automation Systems - Developed early-stage automation workflows for client operations, content processes, data collection, and AI-assisted task execution.

EDUCATION

Associate of Arts in Biblical Studies - Year 1 Completed | Lifestyle Christianity University | August 2025 - Present

High School Diploma | Flagler High School | Pompano Beach, FL

Leadership Certificate | Gratitude Training | West Palm Beach, FL

REFERENCE

References available upon request.