

# PABLO PILANSKI

AI Product Builder | Data Analyst | Business Intelligence

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## PROFILE

Professional with a background in journalism and 14 years in the TV industry. I now build products with AI: applications, integrations and automation with AI-assisted code, such as the operations platform for a FAST channel on air across 12 markets. My background is in audience analytics, FAST channels and sports performance insights, translating complex datasets into actionable insights for business and programming decisions. Proven ability to work with cross-functional stakeholders and build data-driven solutions.

## PERSONAL PROJECTS

- Designed and developed “Perwitos,” a PWA that works as a sticker album: everyday dog sightings unlock breeds, with weekly missions and AI breed identification from photos. React, TypeScript, Supabase and Gemini.
- Built the “Village Pila” website on Vercel for a rental house in Buenos Aires, with a photo gallery, local SEO and indexing in Google, Bing and AI agent search engines. Includes a 3D tour of the house made in Blender with GPT-6 Astra.
- Developed an automated WooCommerce to Google Sheets connector (Chrome extension) for a small school-photography business: it moves orders into each school's spreadsheet, with preview and no duplicates.
- Designed and developed “Agujetas,” an Android workout tracking app using React Native and TypeScript with AI-assisted development tools (Cursor AI, Visual Studio Code). Implemented data tracking, visualization, and export features enabling downstream analysis in Excel, Tableau, and Power BI, demonstrating end-to-end data and analytics integration.

## WORK EXPERIENCE

### Q For Media | FAST Product Manager (2026 – present)

- Lead the Quantum Makers FAST TV Channel product and coordinate its launch on air end to end.
- Coordinate the technical, operations, programming and performance analytics areas, as well as expansion with new partners worldwide.
- Built the channel operations management platform, with three daily pipelines integrating catalog, quality control, scheduling, delivery and analytics across 12 markets. Also developed an automated newsletter, a platform for evaluating Acquisitions KPIs and a team-building web app for predicting FIFA World Cup results.

### Rakuten TV (Movies & Series - Digital Platform) | Data Analyst & Content Programmer (2022 – 2026)

- Designed and developed BI dashboards and metrics in Tableau connected to Snowflake to optimize TV programming decisions.
- Led monthly content selection strategy for 90+ TV channels, leveraging engagement KPIs.
- Implemented hourly audience analysis to define prime time schedules across European markets within the platform, improving decision-making.
- Developed along with BI team a content scoring system based on engagement KPIs and web/app traffic, standardizing data-driven evaluations.

### **Alondras Football Club | Data Analyst (2024)**

- Developed an end-to-end sports performance analysis system, currently in use at the club.
- Performed data mining with Python and Excel, identifying key patterns and relationships in Big Data.
- Built dashboards in Power BI and R, presenting tailored insights to executives with different profiles.

### **Data Kings League | BI Specialist (2023 – 2024)**

- Managed real-time data capture and designed instant visualizations in Tableau and Power BI.
- Ensured high-quality data presentation in live sports broadcasts, enhancing viewer experience.

### **AMC Networks Latin America | Content Programmer (2020 – 2022)**

- Conducted BI reports and analysis on Latin American audiences, generating insights for programming strategies.

### **ESPN Sur | Broadcast coordinator (2011 – 2017)**

- Coordinated live broadcasts across 8 TV channels, ensuring seamless operations.
- Produced live sports broadcasts including Champions League, La Liga, Argentine football.

## **EDUCATION**

- Master's in Big Data applied to Football Scouting, UCAM, 2023. GPA: 9.65
- Data Analysis Bootcamp, Unicorn Academy, 2025. SQL, Power BI, Microsoft Fabric, Python.
- Bachelor's Degree in Audiovisual Communication, UNSAM, 2018–2020. GPA: 8.6
- Associate's Degree in Sports Journalism, DEPORTEA, 2010–2012.

## **SKILLS**

Technical: SQL · Python (pandas, NumPy, matplotlib) · R · Tableau · Power BI · Excel (pivot tables, macros) · Cursor · ETL processes · Data Visualization.

Product and AI: TypeScript · React Native · Supabase · Firebase · Google APIs · n8n · Vercel · Railway · Claude Code · Codex · UI design · Agent workflows.

Analytical: Business Intelligence · Data storytelling · User digital behavior analysis · Audience insights (engagement) · Process optimization.

Soft Skills: Data-driven decision making · Stakeholder communication · Cross-functional team mediation · Presentations · Proactivity · Creative thinking.

## **LANGUAGES**

Spanish: Native | English: B2