

Fernando Verdugo

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Profile

Adaptable data and compliance analyst with 6+ years of experience leveraging data analytics (Python, Power BI, SQL), process automation, and regulatory frameworks to optimize operations and public policy delivery. Proven track record leading statewide program implementations, designing custom analytical mapping tools, and maintaining exceptional accuracy ratings in high-volume compliance environments. Skilled in bridging complex data insights with organizational strategy and cross-functional leadership.

Experience

Independent Consultant / Small Business Operations

Apr 2025 – Present

Acero Hearts – *Remote*

- Designed and managed the business's web/social media presence and executed targeted digital marketing strategies to drive customer acquisition and brand visibility.
- Performed ongoing data analysis of sales trends, customer engagement metrics, and operational performance to optimize product offerings and marketing ROI.
- Managed core accounting and financial tracking duties, overseeing budgeting, revenue reconciliation, and small business administrative workflows.

Intake Specialist

Jun 2025 – Sep 2025

Cherokee Federal/Texas Office for Refugees (TXOR) – *Austin, TX*

- Developed an interactive statewide Python-based mapping tool to visualize rental assistance distribution, flag discrepancies, and improve approval timelines.
- Authorized rental assistance payments for 300+ households in the Austin area as part of the approval lead team. Trained and onboarded new intake specialists on eligibility review standards.
- Performed compliance review to help reconcile and correct 500+ ClientTrack case records, ensuring documentation quality and data accuracy.
- Managed 80+ Afghan family cases, conducting eligibility assessments and coordinating required financial wellness education.

Refugee Medical Assistance Program Officer

Nov 2023 – Mar 2025

U.S. Committee for Refugees and Immigrants (USCRI) – *Austin, TX*

- Led implementation support for Refugee Medical Assistance (RMA) policy across all resettlement agencies in the Dallas region.
- Interpreted and applied federal and state eligibility regulations to complex, high-needs medical assistance cases. Provided second-level case review for escalated eligibility determinations.
- Developed and facilitated 24+ virtual and in-person trainings (avg. 20–50 attendees) for staff from 12+ partner agencies, strengthening compliance, documentation quality, and consistent eligibility practices.
- Designed Power BI dashboards and quarterly reports tracking RMA statewide enrollment and agency performance; used findings to target training opportunities and address recurring compliance issues.
- Served as project lead for the revision of the eRED RMA application and the development of a Learning Management System, creating structured learning modules for a statewide training alternative.

Cash and Medical Assistance Case Manager

Apr 2023 – Oct 2023

Texas Office for Refugees (TXOR) – *Austin, TX*

- Conducted eligibility determinations for 100+ refugee cash and medical assistance cases across 12-month benefit periods, maintaining the agency's highest accuracy rating of 97%.
- Led high-volume enrollment events, enrolling 75+ clients in a single session to meet surge demand while maintaining program compliance.
- Authored standard operating procedures (SOPs) for appealing erroneous public-benefit determinations, standardizing workflows and reducing processing delays.

Social Adjustment Services Case Manager

Aug 2022 – Feb 2023

Refugee Services of Texas – *Fort Worth, TX*

- Delivered staff training sessions on compliance, documentation standards, and culturally informed service delivery.
- Authored agency-wide SOPs to improve coordination with state benefits programs.
- Led Spanish-language mass orientations for limited English-proficient clients and partner agencies on navigating public benefits and healthcare systems.

Texas Works Advisor II

Jan 2020 – Jul 2022

Texas Health and Human Services Commission – *Grand Prairie, TX*

- Conducted eligibility determinations for SNAP, Medicaid, and TANF while maintaining the unit's highest accuracy rating.
- Processed an average of 300 applications per month while serving on internal quality assurance committees.
- Participated in statewide COVID-19 special project to review and determine student eligibility for special SNAP disbursement.

Education

University of North Texas

M.S., Interdisciplinary Studies — Workforce Leadership and Development | GPA: 4.0 | **Dec 2024**

- **Areas of Focus:** Project Management, Data Analytics, Instructional Design
- **Relevant Coursework:** Discovery & Learning with Big Data (ADTA 5340), Intro to Data Analytics (ADTA 5120), Applied Research Methods

Bachelor of Applied Arts and Sciences | GPA: 3.9 | **Jul 2023**

- **Areas of Focus:** Organizational Behavior, Leadership, and Business Analytics

Independent Ventures

Creator & Digital Media Manager

Mar 2025 – Present

Zona Karaoke – *Remote*

- Built, launched, and scaled a digital karaoke media channel from scratch, growing it to 2.8M+ views, 82K+ watch hours, and an active community of 3.9K+ subscribers.

- Leveraged platform analytics, audience retention data, and search trends to optimize content publishing schedules and drive steady month-over-month channel growth.
- Managed end-to-end digital production workflows, encompassing video editing, asset management, and community engagement via integrated crowdfunding and support platforms.

Skills & Certifications

- **Technical & Data Analytics:** Python (Data Visualization, Scripting), Data Analysis & Mining, Database Management, Data Mapping, SQL Fundamentals, Process Improvement
- **Analytics & Productivity Tools:** Power BI, Microsoft Excel (Power Query, Pivot Tables, Advanced Formulas), ClientTrack, Logistical & Mapping Libraries
- **Policy & Operational Domain:** Regulatory Compliance Review, Federal & State Eligibility Analysis, SOP & Policy Writing, Mass Event Coordination, Stakeholder Training & Facilitation
- **Certifications & Training:**
 - Mathematics for Machine Learning: Multivariate Calculus – Imperial College London (2026)
 - Mathematics for Machine Learning: Linear Algebra – Imperial College London (2026)
 - Google Data Analytics Professional Certificate (2025)
 - Google Business Intelligence Professional Certificate (2025)
 - Google Project Management Professional Certificate (2025)
- **Languages:** English, Spanish (Native)

Leadership & Service

- Volunteered at a citizenship workshop for Proyecto Inmigrante, assisting attendees with N-400 form preparation and organizing supporting documentation.
- Served as an HHSC Community Partner, supporting individuals and families in submitting public-benefit applications and required documentation.