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Education

Universidad nacional de Colombia

Bachelor Degree: Management Engineering. GPA 3.8

Medellin, CO

Apr 2024

Relevant Coursework:

- **Fundamentals of Programming:** Developed a solid foundation in programming concepts, algorithms, and Python, demonstrating strong problem-solving abilities and attention to detail.
- **Fundamentals of Analytics:** Mastered data mining techniques and implemented machine learning models—including sentiment analysis, linear regression, and logistic regression—to deliver outstanding analytical results.
- **Fundamentals of Information Systems and Business Intelligence:** Gained proficiency in project structuring using Bizagi and Draw.io and advanced data visualization with Power BI and Tableau, showcasing both technical expertise and creative storytelling with data.

Capstone Project:

- Designed and deployed a Machine Learning model to predict item ratings using historical company data. This project not only refined my technical skills in data modeling and predictive analytics but also enhanced my ability to collaborate, innovate, and deliver sustainable business solutions.

EAFIT University (Exchange Program) – Medellin, CO

- Studied international business courses focused on management and international economics.
- Engaged in collaborative projects and case studies in a global context.
- Completed international business courses with a focus on management and global economics. Developed strong cross-cultural communication, adaptability, and collaborative teamwork through case studies and group projects.

Additional Academic Achievements:

- Awarded recognition for an exceptional marketing project centered on the 4Ps and marketing mix, highlighting creativity, strategic thinking, and effective communication.

Experience

Mattelsa S.A.S.

Ecommerce Analyst

Medellin, CO

Nov 2020 – Aug 2021

- Negotiated with carriers to secure optimal agreements, demonstrating excellent communication and negotiation skills.
- Delivered comprehensive reports and analyses, ensuring transparency and compliance through strong attention to detail and analytical rigor.
- Conducted in-depth ecommerce analysis to identify high-profit cities based on carrier fees, using data-driven insights to optimize transportation strategies and increase overall margins.

Planning Analyst

- **Data Mining Automation:** Developed a one-click solution that automates sales data collection and redistributes low-stock items to high-rotation stores, reducing manual workload and enhancing operational efficiency.
- **Item Rating Project:** Innovated a methodology to reclassify items based on quantitative metrics (rotation and sales), improving decision-making processes by integrating technical know-how with strategic insights.
- **Migration Datawarehouse:** Executed a seamless data migration to a SQL-based data warehouse, ensuring data integrity and quality while demonstrating meticulous project management and technical expertise.

Freelance

Data Scientist

Remote

Apr 2024 – Present

- Restructured and optimized databases (SQL and NoSQL), showcasing strong technical and organizational skills.
- Developed web projects using React for clients such as Gato Tuerto Liquor Store and S.O.S. Llaves y claves, driving online sales and enhancing user experience through innovative design and collaboration.

Jose Gonzalez

- Contributed to mobile app projects (Motivai, Raisen) using Swift and Firebase, combining technical proficiency with creative problem-solving to deliver user-friendly applications.

Leadership & Activities**ANEIAP – Engineering Association**

Marketing Team Member

Medellin, CO

Feb 2018 – Nov 2019

- Created and designed digital ads to boost organizational outreach. This role honed my creativity, teamwork, and project management skills, as well as my ability to adapt messaging for diverse audiences.

Skills & Interests**Technical Skills:****Soft Skills:**

- **Problem-Solving:** Strong analytical mindset with a history of resolving complex challenges through innovative data solutions.
- **Communication:** Excellent written and verbal communication skills, with experience presenting technical findings and strategic insights to diverse audiences.
- **Collaboration & Leadership:** Demonstrated teamwork and leadership in academic projects, professional roles, and extracurricular activities, with an ability to manage and motivate cross-functional teams.
- **Adaptability & Continuous Learning:** Committed to ongoing professional development through international exchange programs, certifications, and self-directed learning across platforms like Coursera and Platzi.

Hard Skills:

- **Project Tools:** Proficient with Bizagi and Draw.io for effective project mapping and structuring.
- **SQL:** Extensive experience with large-scale databases, employing advanced queries, merge libraries, conditionals, and subqueries.
- **Python:** Proficient in developing innovative solutions and automating processes, with practical application in machine learning (sentiment analysis, regression models).
- **Data Visualization:** Skilled in Power BI and Tableau for creating dynamic reports and compelling data storytelling.
- **Project Tools:** Experienced with Bizagi and Draw.io for effective project structuring.

Languages:

- **Spanish:** Native
- **English:** Advanced

Interests:

- Process optimization, data analysis, and integrating technological solutions into business strategies.
- Active engagement in continuous learning through courses in Python, Excel, and machine learning to stay at the forefront of technological innovation.