

Daniel Torres Peralta

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AREAS OF INTEREST Data Analysis / Finance / Marketing / Consulting

ACADEMIC BACKGROUND

Bachelor's in Economics with concentrations in Finance and AI-driven Data Analysis
Tecnológico de Monterrey (August 2022 - June 2024)

GPA: 95 / Academic Talent Scholarship Recipient

VOLUNTEER EXPERIENCE

1.- Center for Social Innovation, TEC de Monterrey - Chiapas, México / (December 2022 - February 2023):

Project Manager

Textile Industry and Food Crisis Leadership Seminar.

- Spearheaded a financial analysis and rebranding proposal for Tejiendo la Historia, a prominent women's textile cooperative from Zinacantán.
- Directed a 20-member team in a pivotal project aimed at digitizing logistics processes for a Chiapas food bank, thereby improving operational effectiveness.

2.- Center for Social Innovation, TEC de Monterrey - Chiapas, México / (June 2022 - July 2022):

Volunteer

Ethics, Sustainability, and Social Responsibility Course.

- Led the conception and execution of a comprehensive financial education strategy, coupled with rebranding and marketing initiatives, for the Lagos de Colores Association.
- Orchestrated the development of new production line strategies to drive growth and efficiency.

LANGUAGES

- English: Advanced (TOEFL ITP - C1, Cambridge First Certificate - C1)
- French: Intermediate (Alliance Française de Montpellier Certification - B1)

PROFESSIONAL EXPERIENCE

1.- OXXO Spin - Monterrey, México / (August 2023 - November 2023)

Data Analyst

- Spearheaded a joint university-corporate partnership project, leading the development of a machine learning algorithm to identify and mitigate churn for OXXO Spin services. Utilized these insights to devise and implement a "churn thermometer" for data-driven retention strategies.

2.- University of Cincinnati - Cincinnati, USA / (June 2023 - August 2023)

Financial Analyst

- Tasked with a research paper examining the influence of multinational corporations on countries' economic growth. Applied econometric and financial analyses as well as the Bloomberg terminal, to explore corporate funding, national/international equity, and the global distribution of funds, including hedge funds and individual shareholders.

3.- CEMEX - Monterrey, México / (March 2023 - June 2023)

Financial Planning

- Supported the area operations and developed a forecast model using econometrics and machine learning for estimating production, unitary and absolute costs, which led to improved efficiency in the financial planning process.

EXTRACURRICULAR ACTIVITIES

1.- Dakolta - Monterrey, México / (September 2023 - Present)

Founder

- Founded Dakolta, a digital marketing studio that crafts data-driven strategies for SMEs and enhances visual identities through innovative branding and creative design processes.

2.- University of Illinois Chicago - Remote, México / (August 2022 - June 2023)

Researcher

- Undertook a comprehensive investigation into the supply chain disruptions in the maritime industry stemming from the COVID-19 impact, with a focus on nearshoring in Latin America.

3.- Emprendeweb Podcast - Mexico City, México / (February 2022 - July 2022)

Host

- Fostered an entrepreneurial culture among TEC university students by conducting insightful interviews with entrepreneurs and business leaders.

4.- La Miscelánea Nocturna - Mexico City, México / (December 2020 - December 2021)

Co-host

- Initiated and co-hosted a podcast amidst the pandemic, engaging in stimulating conversations with educators, friends, and passionate individuals across Mexico, aimed at knowledge sharing and expanding audience perspectives.

COMPUTER AND TECHNOLOGICAL KNOWLEDGE

- Google Tools (Data Studio, Google Collab, Drive, Sites, Office) - Intermediate
- Microsoft Excel - Intermediate
- R Studio - Intermediate
- Python - Intermediate
- Tableau - Intermediate
- HTML & CSS - Basic

COMPETENCES

- Client Communication
- Multidisciplinary Team Leadership
- Multicultural Team Experience
- Creativity and Concept Design
- Self-Management
- Analytical and Logical Reasoning