

**Daniel Torres Peralta**

+52 55 7785 4529

danieltp.contact@gmail.com / <https://www.linkedin.com/in/danieltorresperalta/>

**AREAS OF INTEREST** Data Analysis / Finance / Marketing / Consulting

## **ACADEMIC BACKGROUND & CERTIFICATIONS**

- 1.- Tecnológico de Monterrey - Monterrey, México / (August 2022 - June 2024)**
  - Bachelor's in Economics with concentrations in Finance and Data Analysis  
GPA: 95.58 / Academic Talent Scholarship Recipient
- 2.- University System of Georgia - Remote, USA / (January 2024 - Present)**
  - Organization Planning and Development for the Six Sigma Black Belt

## **VOLUNTEER EXPERIENCE**

- 1.- Center for Social Innovation - 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 - Chiapas, México / (June 2022 - July 2022)**  
Volunteer
  - Ethics, Sustainability, and Social Responsibility Course.
  - Led a 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.- CEMEX - Monterrey, México / ( January 2024 - Present & March 2023 - June 2023)**  
Red de Talento (Formal Contract)
  - Implemented machine learning and AI techniques to enhance distribution processes, creating a dynamic map to identify and predict inefficiencies in the supply chain.  
Financial Planning (Internship)
  - Assisted in operational support and developed an econometric and machine learning-based forecast model for production and cost estimates, leading to increased financial planning efficiency.
- 2.- University of Cincinnati - Cincinnati, USA / (June 2023 - July 2023)**  
Financial Analyst (Internship)
  - Collaborated on a research paper exploring the impact of multinational corporations on economic growth. Employed econometric analyses and Bloomberg data to examine global fund distribution and tax havens.
- 3.- HENKEL - Mexico City, México / (February 2022 - June 2022)**  
Product Analyst for the Mexican Consumer (Winner)
  - Secured first place in an analysis competition by evaluating three years of sales data, providing regional insights. Recommended data-backed strategies for enhancing market presence in Northern Mexico.

## **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, USA / (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
- PowerBI - Intermediate
- Tableau - Intermediate

## **COMPETENCES**

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