Daniel Torres Peralta

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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