# Pilar Hernanz

**DATA SCIENCE**

**CUSTOMER INTELLIGENCE**

**WEB OPTIMIZATION**

in  es.linkedin.com/in/pilarhernanz

✉  pilar.h.rod@gmail.com

📱  606 567 677

🐦  @Pilarhrod

*Contact me !*

Español    English    FranÇais

## Experiencia                    Pág 1 / 2

**smartme analytics** (a Dominion company)
### DATA SCIENTIST
Inteligencia competititva
2019- 2020
- **Programación KPIs de la app ( R y Tableau )**
- **Optimización algoritmo** consumo cross-media

**Global Medical Knowledge**
### DIGITAL ANALYST / CUSTOMER INTELLIGENCE
Formación médica
2017- 2019
- Implantación **estrategia medición** ecommerce (G. Analytics y Tag Manager)
- Performance y usabilidad plataforma simulación.

**arte medir** (PASION Y PRECISION)
### DIGITAL & BUSINESS CONSULTANT
Consultoría digital
2014–2015
- Análisis estratégico: Decision-boards para negocio.
- Análisis táctico: flujos navegación, segmentación keywords captación y conversión.
- **Consultoría estratégica CRM** Viajes El Corte Inglés.

**Sanitas**
### ANALISTA WEB
Seguros sanitarios
2014 - 2014 ❓
- Reporting diario KPI's y análisis embudos de conversión para cada unidad de negocio.
- Tracking campañas (sem, display, emailing, afiliación,..)

**infoempleo**
### ANALISTA WEB
Portal de empleo
2013 - 2014
- Informes KPI's tráfico y (portal y versión móvil).
- Parametrización campañas x segmento (afiliación, emailing, display)
- Performance Datamart empresas, ofertas y candidatos (ciclo de vida, actividad, etc)

**i'move**
### ANALISTA SOCIAL MEDIA
Agencia marketing digital
2012 - 2013
- Análisis **reputación marcas, productos, clientes y competencia** (BMW, Direct Seguros, RedBull, L'oreal).
- Scorecards evolución y efectividad acciones Social Media (sentiment analysis con Brandwatch).

**Mercedes-Benz**
### RESP. BBDD, CRM E INVESTIGACIÓN
Automoción
2000 - 2010
- Gestión y coordinación acciones captación y fidelización.
- Análisis y cualificación BD Clientes (MB, smart, Maybach).
- **Customer Life-Time Value y Scoring** potenciales.
- Estudios: perfiles, satisfacción y evaluación servicio, Mistery shopping, Imagen, Publicidad, estudios ad-hoc locales o coordinados con Alemania.

**BERTELSMANN**
### ANALISTA DE BBDD y GEOPOSICIONAMIENTO
Agencia marketing
1997 - 2000
- Cualificación datos (Volvo, Blockbuster, Uni2, Camel)
- Informes consultoría (perfiles, segmentación en SPSS, Arcview para CajaDuero, Grupo Ugarte).
- Para ENDESA: gestión campañas.
- Para G+J: análisis estadístico encuestas, con SAS.

## Lifelong learning for lifelong improvement

## Skills

### ESTADÍSTICA - DATA SCIENCE

| | |
|---|---|
| Algoritmos predictivos | ★★★★★ |
| Modelos clasificación | ★★★★★ |
| Clustering - segmentación | ★★★★★ |
| Patrones recomendación | ★★★★★ |
| Árboles decisión | ★★★★★ |
| Optimización lineal | ★★★★ |
| Series temporales | ★★★ |

### PROGRAMACIÓN - GESTIÓN DATOS

| | |
|---|---|
| SPSS | ★★★★ |
| R | ★★★ |
| SQL | ★★★ |
| BBDD (Access, Teradata) | ★★★ |

### BI - VISUALIZACIÓN

| | |
|---|---|
| Mark. analytics (TABLEAU) | ★★★★ |
| Decisionboards (POWERBI, ..) | ★★★ |
| Geolocalización, análisis espacial | ★★ |
| Análisis redes (grafos) | ★ |

### UX - CUSTOMER RESEARCH

| | |
|---|---|
| Customer lifetime value | ★★★★★ |
| Perfiles - personas | ★★★★★ |
| Inv. cualitativa / cuantitativa | ★★★★★ |

### DIGITAL ANALYTICS

| | |
|---|---|
| Web optimization (UX, CX) | ★★★ |
| Analytics (GA, GTM, Adobe) | ★★★ |
| Tests A/B | ★★ |

### CRM - PROGRAMAS GESTIÓN

| | |
|---|---|
| Salesforce, Sugar CRM | ★★★ |

# FORMACIÓN REGLADA

- **ESTADÍSTICA E INVESTIGACIÓN OPERATIVA** — Univ. Complutense Madrid
- **MASTER ANALÍTICA WEB** — Kschool
- Postgrado Optimización conversión web — Kschool
- Técnico investigación de mercados — ESIC

# F. COMPLEMENTARIA

## ESTADÍSTICA

- Análisis de datos y su modelización — UCM
- Informática estadística para profesionales — UCM
- Data analysis and statistical inference with R — U. Duke

## DATA SCIENCE

- The analytics edge — MIT
- Prediction algorithms, functions, importing datassets, text mining, data cleaning and visualization — Univ. Duke
- Managing Big Data with MySQL — Johns. Hopkins
- Spatial data science: new frontier analytics — Esri
- Advanced SQL for data scientist — Linkedin
- Data scientist nanodegree: Python struct. & algorithms — Udacity
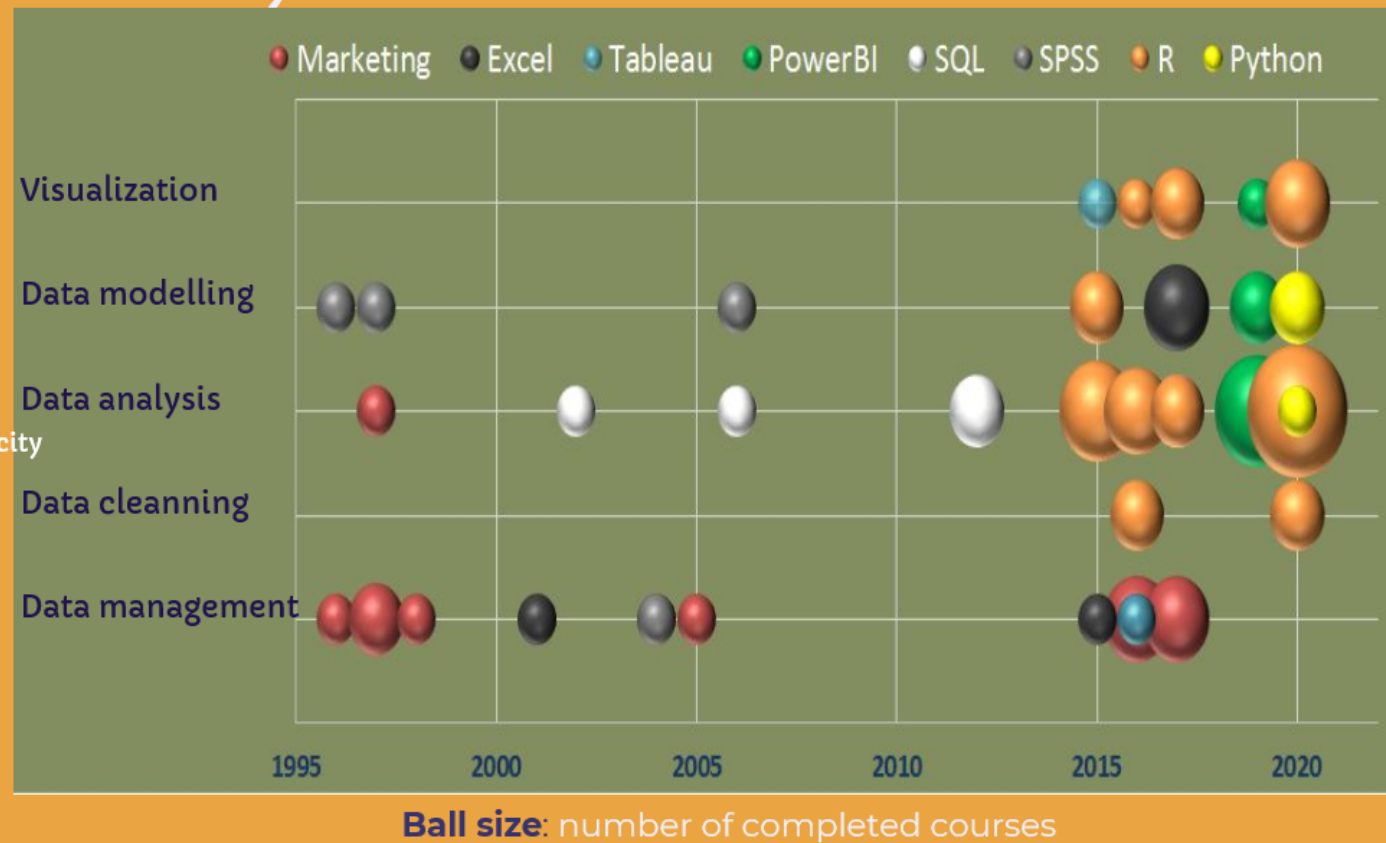- Integrating Tableau and R for data science — Linkedin

## MARKETING DIGITAL

- Data visualization with TABLEAU — U. Duke
- PowerBi avanzado — Linkedin
- Mastering data analysis in Excel — U. Duke
- Business metrics for data-driven companies — U. Duke
- Business intelligence & Big Data — UOC
- Segmentación de mercados y clientes — ESIC

## COMPLETED COURSES by TOOL and DATA SCIENCE STEP



Legend: Marketing, Excel, Tableau, PowerBI, SQL, SPSS, R, Python

**Ball size**: number of completed courses

Madrid, January 7th, 2021

Dear Sr or Madam,

Attached you will find a link to my interactive CV that I hope fits the profile that you wish to cover.

My passion for data analysis led me to study **Statistics and Operational Research**, and later I have done a **Master in Digital Analytics and Web Optimization (UX / CRO)** at Kschool.

I continually update my knowledge about **Marketing Analytics, Datavizz** and new **R libraries**. In addition, I regularly attend a multitude of events and conferences related to **Machine Learning, Customer Experience and Data Science**, a field in which I would like to continue my professional career.

I have always focused my efforts on the **exploitation of available data sources**, defining KPI's in order to obtain **insights and actionables recommendations** for the progressive **increase of the value of our clients**. As well as the **understanding of their behaviour around the brand**, their **marketing actions** and their **digital assets**. Trying to optimize results by implementing the improvements found.

I would love to make the most of this opportunity to continue learning, and enjoy sharing my knowledge and business vision acquired during my career.

**Pilar Hernanz**
Data Science, Customer Intelligence
http://bit.ly/2dFqkN1
pilar.h.rod@gmail.com
es.linkedin.com/in/pilarhernanz
@pilarhrod
606 567 677

# María del Pilar Hernanz Rodríguez

pilar.h.rod@gmail.com  -  @pilarhrod  - http://bit.ly/2dFqkN1 -
es.linkedin.com/in/pilarhernanz
**606 56 76 77  ,  91 472 00 80**

## PROFESSIONAL PROFILE

Data scientist, Customer intelligence, CRO – Website optimization,
CRM and Market Research Technician

## ACADEMIC EDUCATION

### Statistics and Operational Research (U. Complutense Madrid, 1996)

Master Web Analytics (Kschool,2012)-Postgraduate Web Conversion Optimization (Kschool,2015)

## PROFESSIONAL EXPERIENCE

**09/19– 2/20**  **Data Scientist, SMARTME ANALYTICS**
- **KPIs programming** about the **app** users' behaviour (with **R** and **Tableau**)
- Optimization and automation of **algorithms coded in R** for the cross-media consumption analysis.

**5/17 – 8/19**  **Customer Intelligence / Digital Analyst, GLOBAL MEDICAL KNOWLEDGE**
- Implementation of the **measurement strategy**, analytical environment and **KPI's**.
- **Decision-boards** generation about **performance & usability** of the **digital simulation platform** (PowerBi).
- Parameterization and performance analysis of **ecommerce** campaigns (G. Analytics and Tag Manager).

**2/14-7/15**  **Digital & Business Consultant, EL ARTE DE MEDIR consulting**
- By **Viajes El Corte Inglés:**
  - Strategic analysis: **Decision-boards** design adapted to the business model.
  - Tactical analysis: **navigation flows**, acquisition and conversion keyword segmentation.
  - **Data modeling and strategic consulting** of the **CRM** project for **Viajes El Corte Inglés**.
- By **SANITAS**:
  - Daily KPI's reporting and **conversion funnel analysis** for each business unit.
  - **Campaign tracking** (sem, display, emailing, affiliation, ..)

**5/13-2/14**  **Web analyst, INFOEMPLEO**
- **Performance analysis algorithm** analysing companies, applications & candidates (**life cycle, activity** ..)
- Reports on traffic sources and main **business indicators** (portal and mobile version).
- **Parameterization and campaigns analysis** according to user segments (affiliation, emailing, display)

**10/12 - 1/13**  **Jr. Social Media Analyst, digital agency INSPIRING MOVE**
- **Online reputation analysis** of brands and products of our clients and their competition
  (BMW, Direct Seguros, Univ. Europea de Madrid, RedBull, L'oreal).
- **Scorecards** measuring evolution and effectiveness of Social Media actions (**sentiment analysis** with Brandwatch).

**2000-2010**  **Responsible BBDD, CRM and Research, MERCEDES-BENZ ESPAÑA**
- **Segmentation algorithms**: elaboration of the **Customer Life-Time Value and Lead Scoring**.
- Ad-hoc **research studies**, **both local and coordinated with Germany Headquarters**: Profile studies, service satisfaction, Mystery shopping, Image monitor, Advertising tracking,
- Management and coordination of **acquisition and loyalty campaigns**.
- **Analysis and qualification of the Customers and Leads DB** (MB, smart, Maybach).
- Coordination of the activities of the Mercedes-Benz Spain call center.
- **Development** of Online Sales and **Relational Marketing online**

**1997-2000**  **Database Analyst and Geolocation (GIS), marketing agency DRAFT WORLDWIDE**
- **Coding and analysis** (profiles, segmentation, etc. with **SPSS, Arcview** for CajaDuero, Grupo Ugarte).
- **Consulting reports** for the agency's client databases (Volvo, Blockbuster, Uni2, Camel, ..)
- For **ENDESA** Analysis of results of the Infodomo campaign.
- For **G + J (BERTELSMANN ESPAÑA)**: **SAS programming algorithm**, for statistical analysis of surveys.

- **Professional and attitudinal strengths:**

  Resilience and tenacity. Responsibility and perseverance. Critical, analytical and convergent thinking.
  Adaptability and integration to any work environment, customer relationship skills and teamwork.
  Curiosity, great capacity for learning, planning and management of complexity, analysis and synthesis.

- **ACADEMIC HONOR** in '**Statistical Information Analysis** ', where I applied several statistical techniques for multivariate data analysis (factorial, discriminant, cluster, correspondence, time series, regression, inference and decision trees).

- **LANGUAGES**　　　　ENGLISH　　　Advanced level (reading, translation, writing and conversation)
  **Official Language School Diploma (B2.2).　10th** Grade **Trinity College London (C1).**

## COMPUTER LITERACY ☆ Non-stop learning ▷ I handle many tools and I dare with the others ;-)

### ☆ STATISTICS – DATA SCIENCE ☆

| | | | |
|---|---|---|---|
| Predictives algorithms | ★★★ | Clustering –Segmentation Clasificationn models | ★★★ |
| Decision trees | ★★★ | Recommendation patterns | ★★ |
| Lineal optimization | ★★ | | |
| Temporal Series | ★★ | | |
| A/B Tests | ★★ | | |

### DIGITAL ANALYTICS ▷

| | |
|---|---|
| Google Analytics, Google Tag Manager | ★★ |
| Adobe Discover, SiteCatalyst | ★★ |

### B. INTELLIGENCE – VISUALIZATION ▷

| | |
|---|---|
| DataStorytelling **(Tableau)** | ★★★ |
| **Decision**-boards KPI's **(PowerBi)** | ★ ☆ |
| Spacial analysis (GIS: **CartoDB**, Leaflet, Arcview,) | ★ |
| Net and graphs analysis (Neo4j, **Gephi**) | ★ |
| Text analytics (NLP) | ★ |

### PROGRAMMING and DATA MANAGEMENT ▷

| | |
|---|---|
| SPSS | ★★★ |
| **R Language : ETL, functions, data wrangling, data vizz** dplr, tidyverse, shiny, ggplot, bootstrap, random forest, Sparklyr.. | ★★ ☆ |
| **MySQL** | ★★ |
| Knime, Rapidminer, BigML,… | ★ |

### CUSTOMER RESEARCH – UX

| | |
|---|---|
| Marketing analytics | ★★★ |
| Profiles - Personas | ★★★ |
| Cualitative and cuantitative Research | ★★★ |
| Customer lifetime value | ★★★ |

## COMPLEMENTARY EDUCATION

| | | |
|---|---|---|
| 2020 | 'Data Product Manager' | Udacity (in progress) |
| 2020 | 'Data scientist nanodegree: **data structures & algorithms** (**Python**)' | Udacity (in progress) |
| 2020 | '**Spatial data science**: new frontier in analytics' | Esri (in progress) |
| 2020 | '**Explaining and interpreting ML** applications' | ODSC |
| 2020 | 'Integrating **Tableau and R** for data science' | Linkedin |
| 2020 | '**PowerBi** advanced**:** modelling with Dax' | Linkedin (in progress) |
| 2020 | 'Advanced **SQL** for data scientist' | Linkedin |
| 2018 | '**R: functions, importing, cleaning, manipulation & data vizz'** | Datacamp (+700 exercises) |
| 2017 | 'Creating interactive presentations with htmlwidgets and **Shiny'** | Linkedin |
| 2017 | 'The analytics edge' | **MIT** (Edx) |
| 2016 | 'Managing Big Data with **MySQL**' | Duke University (Coursera) |
| 2016 | '**Data visualization** and communication with **Tableau'** | Duke University (Coursera). |
| 2015 | '**Data analysis** and statistical inference with **R**' | Duke University (Coursera) |
| 2015 | 'Business metrics for Data-driven companies' | Duke University (Coursera) |
| 2012 | '**Relational databases programming with MySQL**' | IPS |
| 1998 | 'Markets and customers' segmentation' | ESIC |
| 1997 | '**Statistic programming for professionals'** | Facultad Univ. Estadística |
| 1996 | '**Data analysis and modelling'** | Instituto Univ. Estadística |