

# Betsy Sanchez

Data Scientist | AI Practitioner | Full-Stack Developer in Progress

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## Career Objective

Data-driven and curious student pursuing a BAS in Data Science & AI at Miami Dade College, with hands-on experience in analytics, machine learning, and full-stack web development. Proficient in Python, SQL, JavaScript, and data visualization, with growing expertise in AI-powered solutions and automation tools. Passionate about building user-focused products and eager to contribute to innovative teams at the intersection of technology and real-world problem solving.

## Professional Experience

### AI & Digital Solutions Intern

PCPU - Miami, FL - Remote

Summer 2025

- Joined a startup-style internal dev house providing web/software development, AI automation, AI-powered tools, and digital marketing services to diverse clients.
- Contributed to selected projects involving chatbot setup, workflow automation (n8n, Google Sheets), and basic front-end edits.
- Assisted in Meta Pixel and Conversions API configurations to improve ad tracking and audience targeting.
- Supported client onboarding by preparing KPI forms, technical documentation, and presentation materials.
- Collaborated with cross-functional team members to research and test new AI tools for potential integration into client solutions.

### Digital Marketing Director

Emmett Insurance Group - Miami, FL

Aug 2018 - Present

- Led digital campaigns using Google Ads, Tag Manager, and SEO tools.
- Developed dashboards to track KPIs and improve customer engagement.
- Gained exposure to client segmentation, targeting, and analytics using Power BI.

### PPC Specialist

Alorica - Tampa, FL

Jan 2017 - Jul 2018

- Managed ad performance using Google Analytics and campaign reports.
- Improved user targeting and ad performance through A/B testing.

### Web Designer (Intern)

Outfittery - Berlin, Germany

Aug 2015 - Dec 2015

- Designed and updated layouts for marketing pages.
- Supported the UI/UX team and practiced responsive design principles.

## Education

### Miami Dade College

*Bachelor of Applied Science in Data Science & AI*

*Expected December 2025*

- GPA: 3.2 | Dean's List (3 semesters)
- Relevant Coursework: Machine Learning I & II, Data Wrangling, Data Mining, R Programming, Tableau, AWS Cloud, Python, SQL, AI/Computer Vision
- Tools: Google Colab, Databricks, Cursor, Power BI, Tableau, Excel, GitHub

### Santa Fe College

*AS in Digital Media Technology*

### Miami Dade College

*AA in Architecture*

## Certifications & Training

- Business Intelligence Professional Certificate - *Miami Dade College (2024)*
- Computer Aided Design Assistant Certificate - *Miami Dade College (2023)*
- Business Specialist, General Business certificate - *Miami Dade College (2023)*
- JavaScript Algorithms & Data Structures - *FreeCodeCamp (2021)*
- Responsive Web Design - *FreeCodeCamp (2021)*

### In Progress:

- AI Practitioner Certificate - *In Progress*
- Python Certification - *In Progress*
- Google Data Analytics Professional Certificate (Coursera) - *In Progress*
- AWS Cloud Practitioner - *Studying*

## Projects

**A-D-H-WHAT?** - *ADHD Productivity Web App*

*Next.js • Supabase • n8n Automation • Tailwind CSS • OpenAI (in progress)*

- Built an ADHD-focused productivity app with task scheduling, mood check-ins, and automated reminders.
- Integrated Supabase for secure auth, task storage, and real-time updates.
- Automated lead capture and welcome emails via n8n + Google Sheets.
- Currently developing an in-app chatbot for personalized productivity coaching.

**Know Your Zip** – *Spring 2025 Final Project*

*Python • Streamlit • Machine Learning • Data Analytics*

- Built an interactive web app for ZIP-level analysis with Streamlit.
- Trained regression, classification, and clustering models on public Miami-Dade datasets.
- Designed a ZIP rating system using weighted facility scores for planning insights.

### **Customer Segmentation & RFM Analysis**

*Python • KMeans • Random Forest • Data Visualization*

- Applied KMeans clustering to segment customers based on behavior patterns.
- Visualized results with Python dashboards and provided targeted marketing recommendations.

## **Technical Skills**

**Languages:** Python, JavaScript, HTML, CSS, SQL, R

**Libraries/Frameworks:** Next.js, Tailwind CSS, pandas, NumPy, scikit-learn, XGBoost, matplotlib, SHAP, Flask (learning)

**Tools & Platforms:** GitHub, VS Code, Cursor, Google Colab, Tableau, Power BI, Excel, n8n, Streamlit, Supabase, Databricks, AWS (in progress)

**Specialties:** Data Analysis, Machine Learning, Web Development, Automation Workflows, API Integration

### **Languages**

- English (Fluent)
- Spanish (Native)

**Portfolio:** <https://betsysnchzb.github.io/betsy-portfolio/>