

# Miguel Ángel Castañeda Martínez

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## SUMMARY

I am a data scientist with 4 years of experience across manufacturing, financial services, and retail industries. My specialization covers multi-cloud end-to-end data science architectures, from data engineering to end-user interfaces and business presentations. I'm interested on professional challenges involving Data Science in the Cloud.

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## EXPERIENCE

[Havas Media Group](#), Mexico City, MX. Feb 2024 – present.

### Lead Data Scientist.

- Designed an unsupervised product to dynamically cluster L'Oréal consumers given their beauty attributes, classifying over 5 million consumers across 16 brands. This aided marketing departments to define campaign strategies, and classify product catalogs for further recommendation systems.
- Architected an ecommerce sales monitoring dashboard with daily data from multiple retailers (Mainly Amazon), serving over 15 decision makers across 4 business divisions at L'Oréal.

[El Puerto de Liverpool](#), Mexico City, MX. Sep 2023 – Feb 2024.

### Data Scientist.

- Developed an anomaly detection system for Liverpool's purchasing team, unveiling \$600 million MXN worth of stock in alert status. This also served as a KPI which led to define guidelines and best practices for future purchases.
- Designed an estimator for Liverpool's website, quantifying the effect of making a product visible for online sales. This provided the business team with valuable insights to define a strategy to maximize online sales effectiveness.

[Instituto Nacional de Transparencia y Acceso a la Información](#), Mexico City, MX. Oct 2022 – May 2023.

### Volunteer Data Scientist.

- Increased visibility of INAI's trending topics by implementing an alert system based on Google search trends, which helped INAI's operators detect attention topics up to 2 days prior to a ticket in the CRM system.
- Built a database with INAI related web searches by monitoring Google Trends through web-scraping technics.
- Coded a natural language processor of INAI's CRM data to cluster search topics to feed the scraper above.

[Procesos Pross](#), Mexico City, MX.

### Project Manager, Mar 2022 – Ago 2022.

- Led the implementation of a Modularized Record Keeping System (MRKS) to replace legacy processes, increasing integration speed of client requirements by 40%.
- Designed a customer loan default model for the Savings Fund module of the MRKS, which was the first Machine Learning model implemented at the company.

### Compliance Analyst, Apr 2021 – Mar 2022.

- Implemented a system for clock-in and clock-out from home office, gathering data for employee timeliness performance.
- Architected an intranet platform with average rate of 50 requests a week, generating data for employee satisfaction metrics.

[Bilstein Shock Absorbers](#), Hamilton, OH, US. Aug 2019 – Feb 2020.

### Manufacturing Process Plan Intern.

- Improved quality processes by analyzing data of given machines, scoring 100% in the quality assurance tests.

[UNAM Motorsports – Formula SAE](#), Mexico City, MX.

### Team Principal, Aug 2018 – Jul 2019.

- Led an interdisciplinary team to design, build, test, and compete with a Formula type racecar in a series of international competitions, finishing as the best Latin-American team in FSAE Lincoln 2019.

### Team Member, Aug 2015 – Jul 2018.

- Participated in the FSAE 2016, 2017, 2018 Design Series, progressively gaining responsibilities from Mechanical Designer up to Design & Manufacturing Principal, where I led the engineering development of the vehicle.

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## SKILLS

Spanish and English fluent in speaking and writing.

- **Cloud & big data:** GCP, Databricks, PySpark
  - **Data science:** Python, R Software, SQL, BigQuery
  - **ML & DL Frameworks:** ScikitLearn, TensorFlow
  - **BI:** Looker, Shiny, Streamlit
  - **Bayesian inference:** Stan
  - **Frameworks:** Flask, Django
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## EDUCATION & CERTIFICATIONS

### Education

- **MSc. in Data Science.** ITAM, Aug 2022 – Dec 2023.
- **[Grad. Cert. in Data Science & ML applied to Financial Markets](#).** ITAM, Aug 2021 – Apr 2022.
- **[BSc. in Mechanical Engineering](#),** top 12%. UNAM School of Engineering, Aug 2014 – May 2019.

### Certificates

- **[Google Cloud Certified Professional ML Engineer](#),** Feb 2025.
  - **[Google Cloud Certified Professional Cloud Developer](#),** Feb 2025.
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## ARTICLES

- **[A journey through Mexico City public cycling service \(Ecobici\)](#).** Nexos Magazine, Sep – 2023.