Miguel Ángel Castañeda Martínez

(+52) 55-3422-3103 | miguel.castama@outlook.com | LinkedIn | GitHub | Portfolio

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.

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-scrapping technics.
- Coded a natural language processor of INAI's CRM data to cluster search topics to feed the scrapper 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

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.

ARTICLES

- A journey through Mexico City public cycling service (Ecobici). Nexos Magazine, Sep – 2023.