

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.

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 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.

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.