

# DAVID CRUZ

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## FINANCE/ECONOMICS PROFESSIONAL: ANALYST, STRATEGIST, AND BUSINESS OPERATIONS

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Result-driven data professional with over six years' experience developing and leading the implementation of commercial, financial and fiscal business strategies. Expert in using data to find intelligent solutions to business problems.

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### EXPERIENCE

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**Cruz Consulting (self-employed)** New York • 2011-2013, Palo Alto • 2017 - 2018  
**Financial Analyst**

- Analyzed economic activity in Puerto Rico and recommended shorting government bonds, yielding returns of up to 50%.
- Implemented strategies for client businesses which increased revenue by 40%.
- Performed micro-economic research on the insurance industry with emphasis in seeking opportunities for innovation and reducing operational costs.

**The Green Cross** San Francisco, CA • 2015 - 2017

#### Director Business Strategy and Operations

- Increased the average customer spending by 25% and total revenue by 24%.
- Re-negotiated product purchase price with suppliers due to high volume of customers (1000 people a day). Cut product purchase costs by 22%.
- Increased operational efficiency while decreasing salaries by 19%

**Wells Fargo & Company** San Mateo, CA • 2013 - 2015

#### Private Banker

- Managed portfolio of high net-worth clients (mutual funds, IRA, annuities stocks and bonds) and increased new capital by 7.3 million dollars.
  - Increased client base 45% by seeking out small business/entrepreneurs.
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### EDUCATION & CREDENTIALS

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Data Analytics Bootcamp

**University of California Berkeley**

Bachelors of Arts - Economics

**Columbia University, UC San Diego**

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### TECHNICAL SKILLS

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

**Libraries:** Pandas, NumPy, Tweepy, Vader Sentiment Analysis, Matplotlib, Seaborn, Flask, Splinter BeautifulSoup, Requests, D3.js, Plotly.js, Leaflet.js, SQLAlchemy, Pymongo

**Tools:** Machine Learning, Convolutional Neural Networks, Natural Language Processing, Tableau, Hadoop, Data Mining, Regression, Apache Spark, Bootstrap, JSON, Dashboard, APIs

**Databases:** MySQL, MongoDB, SQLite

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### PROJECTS

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Twitter Account Sentiment Analysis with the Jupyter Notebook - [Link to Github Project](#)

Web Page of Weather Data, Page Construction and Navigation - [Link to Github Project](#)

Live Table Data Filtering Web Page - [Link to GitHub project](#)

APIs Weather Data Graphing - [Link to GitHub Project](#)