

DAVID RINCON MORALES

CRYPTO / DATA ANALYST

ABOUT ME

I am a very curious and proactive person looking forward to interacting with new technologies coming into market while developing new skills in a multicultural environment.

EXPERIENCE

Crypto Analyst - Crypto Strategy team

Bitso | March 2021 - May 27th, 2022

- Helped to increase the available assets for trading from 9 cryptocurrencies to over 35 assets by making in depth research for each project.
- Taught Bitso's community the main characteristics of each new listed asset through Twitter Spaces (+200 people every week).
- Provided benchmark analysis for different Bitso initiatives.
- Created different analysis for new products at Bitso in order to interact with web3 native protocols.
- Gave community talks on how to start in the crypto industry with topics such as DeFi and scaling solutions.

Retail Business Analyst (Internship)

Intel Corp | February 2020 - December 2020

- Provided sales reports to the top 10 PC retailers in Mexico.
- Provided Insights for specific PC categories in order to increase Intel's market share.
- Bi-weekly updates of the mexican market based on macroeconomic events.
- Managed to increase our monthly reports creation efficiency by 50% by automating Excel worksheets using macros and pivots.

Consumer & Market Knowledge (Internship)

Procter & Gamble | July 2019 - December 2019

- Reported performance of TV adds to the different Brand Operations stakeholders.
- Tracked Brand Health of the company brands divided by Socio-economical levels (SELs).
- Worked on an improvement for our Brand Health tracker in order to increase SEL D from 25% to 40% in Mexico.

EDUCATION

Applied Maths & Computer Science Bachelor

Universidad Nacional Autónoma de México |

August 2017 - June 2021

CONTACT

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SKILLS

- Research
- Data Analysis
- Communication
- Team Work
- Innovation

COURSES

- bookmark P&G's internal training:
 - Effective Business Writing.
 - Effective Presentation Skills.
- bookmark Getting Started with Enterprise Data Science (IBM - June 2021)
- bookmark From Data to Insights with Google Cloud Platform Specialization (Coursera - June 2021)