

# Daniela Ayala

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## EDUCATION

### The University of Chicago

Chicago, IL

*M.S in Computational Analysis & Public Policy*

Jun 2026

- Coursework: Program Evaluation, Computer Science with applications, Databases, Machine Learning
- Member of UChicago Mexican Association, Harris Community Action Fellow
- **Research Assistantship** at TMW Center: Coded for the training of a machine learning model, labeling and structuring verbal data to enhance speech impact analysis in child development.

### Centro de Investigación y Docencia Económicas - CIDE

Mexico City, MX

*B.S. in Economics*

Aug 2021

- Coursework: Statistics, Econometrics, Microeconomics, Economic Development, Competitive Strategy
- Dissertation on Female labor supply in Mexico, trends and impact on economic growth

## SKILLS

Languages: English (110 Toefl IBT), Spanish (native)

Programming & Data management: SQL, R, STATA, Python, Tableau, Power BI

## PROFESSIONAL EXPERIENCE

### OECD – Office of the Chief Economist (ECO/FO)

Paris, France

*Data Science Intern*

Jun 2024 – Aug 2025

- Developed NLP tools and databases to extract and analyze policy recommendations from OECD Economic Surveys.
- Built a web application (Python, Flask) to make survey data interactive and accessible for policymakers.

### Mercado Pago Mexico

Mexico City, MX

*Growth Senior Analyst*

Oct 2022 – Aug 2024

- Led acquisition strategy across three channels, boosting transaction volume by 76% YoY through data-driven optimization, A/B testing, and cohort analysis that raised new sellers' NPS by 40%.
- Analyzed large datasets with Python and SQL to track KPIs and uncover growth opportunities, building automated Tableau and Power BI dashboards that delivered real-time insights for decision-making.

### Banco de México

Mexico City, MX

*Economic, Payment Systems Analyst*

Oct 2020 – Oct 2022

- Led authorization of 50+ digital wallet institutions, ensuring compliance and secure operations through cross-team coordination.
- Drove Mexico's Open Banking initiative, designing the first CBDC and Open Banking frameworks approved by the Payments Director.

### Amplifica Capital

Mexico City, MX

*Investment Analyst Intern*

Jun 2020 – Dec 2020

- Researched early-stage, women-led businesses in LATAM in the education, transportation, and health sectors to identify investment opportunities aligned with the firm's goals.
- Developed and implemented an ESG scoring model to assess the impact and viability of 10+ companies, presenting the results to the CEO.

## LEADERSHIP EXPERIENCE

### TECHO & Reinserta

Mexico City, MX

*Team Manager/ Volunteer*

Jan 2022 – Mar 2024

- Lead neighborhood and volunteer teams to tackle community concerns by providing education, housing, water and sanitation, and employment opportunities.
- Conducted comprehensive surveys involving 150+ women private of liberty in Mexico, some with children living within prison, concentrating on assessing education and living conditions of children.