



[My Portfolio](#)

Education

2023-2024

Master's Degree in Statistics and Data Science
EdX MIT

2018-2023

Degree in Anthropology + Philosophy, Politics and Economics
Francisco de Vitoria University

Expertise

- Cognitive Psychology & Neuroscience
- Data Analysis & Visualization
- Research methods
- Experimental Design
- Statistical Analysis
- Market Research
- Communication

Language

English

Spanish

French

Contact

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[detoledo](#)

Fernando Madurga

Behavioral Analyst

Hi, I'm Fernando Madurga, a Behavioral Analyst that specializes in applying data science, research methods, and cognitive psychology principles to **uncover insights into consumer behavior**. My work helps companies create the right story from their data, tailoring their services, products and marketing strategies to meet actual consumer needs.

I bring an interdisciplinary approach that combines anthropology, neuroscience, economic behavior and strong qualitative and quantitative analysis skills, offering an understanding of the 'why' behind consumer choices.

Feel free to check my portfolio projects and do not hesitate to discuss how I can bring this value to your team!

Experience

○ 2023 - 2024

AltamarCAM Partners I Tetúan, Madrid

Data Analyst Internship in Business Insights

My functions involve Marketing and Communications, Data Analysis, Visualization and AI support, Customer Relationship Management (CRM) and Human Resources support . It is a versatile role where I am creating visual reports about client behavior, mentoring incoming employees or helping with Python scripts for a process automation project.

Skills: Mentoring and Communication, Visual Design, Data Analysis & Visualization, Organizational skills and management.

Programs: Excel, PowerBI, SQL, SugarCRM, SalesForce, Python, WordPress.

○ 2023

Virtus Universitas I Pozuelo de Alarcón, Madrid

Behavioral Researcher

Transforming businesses through education is the goal of the company Virtus Universitas, focused on training that integrates humanistic thinking and analysis with practical business skills. I worked with qualitative and quantitative research methods aiming to find strategies that increase retention, adherence, and efficacy of the product, as well as writing white papers for the company.

Skills: Market Research, Surveys, Idea Testing, Churn Analysis, Etnography, Creativity, Problem Solving skills, Scientific Communication.

Programs: Qualtrics, Microsoft Office, Canva, Tableau.

○ 2022 - 2023

Francisco de Vitoria University I Majadahonda, Madrid

Marketing and Communication Internship

Support to the Coordination of student activities and seminars, Communications with external companies and academic centers, Database Management and Marketing of the university's educational programs.

Skills: Problem solving, English Communication, Visual Design.

Programs: Excel, Outlook, PowerPoint, Adobe Creative Cloud (Photoshop & Idesign), Power BI.

Biography

Drama School

Francisco de Vitoria University
2021 - 2023

Volunteering

Cal Pau foundation for elders with disabilities
VAS Society for families in adverse conditions
Global Development ERS in Uganda

Honors

Summa Cum Laude in multiple subjects
Average grade: 9.06/10

Investing UFV

Francisco de Vitoria University
2022-2023