# Fernando Madurga

### Behavioral Insights Analyst

Hi, I'm Fernando Madurga, a Behavioral Insights Analyst that specializes in applying data science, research methods, and cognitive psychology principles to uncover insights into consumer behavior. My work helps companies tailor their products and marketing strategies to meet actual consumer needs, enhancing user satisfaction and adherence.

I bring an interdisciplinary approach that combines anthropology, neuroscience, economic behavior and strong quantitative analysis skills, offering a comprehensive 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!

## 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

**Phone**
+34 608 66 59 16

**Email**
fernandomadurga@gmail.com

**Linkedin**
www.linkedin.com/in/fernandomadurgadetoledo

## Experience

**2023 - 2024**
AltamarCAM Partners | Tetúan, Madrid
### Business Insights Analyst Internship

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 | Pozuelo de Alarcón, Madrid
### Behavioral Researcher

Transforming bussinesses 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.
**Skills:** Market Research, Surveys, Idea Testing, Churn Analysis, Etnography, Creativity, Problem Solving skills.
**Programs:** Qualtrics, Microsoft Office, Canva, Tableau.

**2022 - 2023**
Francisco de Vitoria University | 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

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

**Investing UFV**
Francisco de Vitoria University
2022-2023