

Career Summary

Gonzalo is a Data Scientist and Machine Learning Engineer with experience in the Retail Sector. He has experience in Natural Language Processing, Neural Networks and Machine Learning. He has developed Recommender Systems to increase the cross sales for several companies of Retail in South America and Sentiment Analysis for one of the biggest Franchises of Sandwiches in the world. He also developed several Neural Networks to summarize descriptions of products for an important Retail Company in the USA. He considers himself, autodidact and resourceful and challenge oriented.

Summary of Qualifications

Proficient In:

- | | | | |
|--------------------|--------------|----------------|----------------|
| • Deep Learning | • NLP | • SQL | • Numpy |
| • Machine Learning | • Keras | • Web Scraping | • Scikit-Learn |
| • Data Science | • Tensorflow | • PySpark | |
| | • SparkSQL | • Pandas | |

Languages

- Spanish (native speaker)
- English (advanced)

Career History

Globant Colombia
Data Scientist

December 2016 – To date

- Development of several POC to detect emotions and expression using text and images.
- Development of Neural Network to predict sales volume to detect potential franchisees for a Real Estate company in the United States.
- Development of Neural Network to summarize texts for a Retail company in the United States.
- Development of Recommender Systems for two Retail supermarket companies from Peru and Chile.
- Development of predictive models and Machine Learning Solutions.
- Preparation of data reports.
- Development of data products in Shiny.
- Collaboration with others in the organization to ensure successful implementation of machine learning solutions.

Gran Communications Colombia
Data Scientist Senior

September 2016 – December 2016

- Development of predictive models and Machine Learning Solutions.
- Sentiment Analysis of Facebook and Twitter.
- Visualization of Data.
- Explanation of predictive models to customers, team and CEO.
- Development of data products in Shiny.
- Web scraping

**Ludesa de Colombia)**

Planning Coordinator

April 2012- May-2016

- Extracting and cleaning data to forecast.
- Planning and forecasting of demand.
- Planning of sourcing and transporting.
- Detection of bottlenecks in processes by process mining.
- Visualization of data.
- Simulation and optimization of processes.

Biomax S.A. (Training Coordinator)

June 2009- December 2011

- Training of personnel of the retail unit in operational standards.

Coldi Ltda (Forecaster freelance)

January 2008 – May 2009

- Design, implementation and forecasting of demand.
- Definition of inventory and supply policy considering service levels.

Fajobe SA (Retail Manager)

January 2007 – Dec 2007

- Design, implementation and forecasting of planning of demand.
- Definition of inventory and supply policy considering service levels.
- Analysis and optimization of logistic results of the SBU.
- Optimization of logistics processes of the SBU and management bottlenecks.

Shell Colombia S.A. (Retail Training & Operation Assistant)

May 2001- October 2006

- Training of personnel of Service Stations and Convenience Stores in operational Standards

Coca-Cola National Services (Regional Marketing Assistant)

2000

- Analysis of quantitative and qualitative variables of the carbonated beverage market.

Education***DeepLearning.ai***

NLP Specialization Cousera

October 2020- March.2021

DeepLearning.ai

Deep Learning Specialization

October. 2017- March.2018

Johns Hopkins University

Data Science Specialization

June 2016 – April 2016

Universidad de los Andes

Industrial Engineering

January 1992 – Sept 1999