Ignacio Jose Pascale
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EDUCATION

2020 - 2021   **London Business School, United Kingdom**
Reading for Masters in Analytics and Management

2015 - 2019   **Instituto Tecnológico de Buenos Aires (ITBA), Argentina**
BSc in Management and Information Systems, GPA 7.58/10 (2:1)

2017 - 2018   **Louvain School of Management, Louvain-la-Neuve, Belgium**
International Exchange Programme (fall semester) - Management.

BUSINESS EXPERIENCE

2020 - 2020   **CONTEXT WORLD, London, United Kingdom**
Full-time (8 months)
Junior Data Analyst
- Developed Email Automation System on Google Apps Script; saved the "BPRT" team 100 hrs/month (320 e-mails/week); presented at general meeting and was granted approval from C-Levels.
- Reduced workload by 70% by automating "Data-Tracking" process; used Python to retrieve data from FTP Server, run queries on PostgreSQL and edit spreadsheets through Google API.
- Built scalable data pipelines for clients' data in various formats on python (pandas, numpy, Airflow), extracting raw data from the FTP Server and loading normalized data on PostgreSQL.
- Analysed partners' sales trends; applied statistical analysis (regression, sd and variance) to study spikes or anomalies, getting to root cause while maintaining high quality check standards (40 sources/week).

2019 - 2019   **THOMSON REUTERS, Buenos Aires, Argentina**
Internship (9 months)
Data Analyst
- Improved BI process's frequency from 1/month to 1/week for the Customer Success department, by developing internal ETL from scratch on Python (cost-effective); deployed on AWS EC2.
- Established basis of a churn predictive model, applying predictive data modelling (SVM and Log. Regression on Python); used to deepen relationships and personalize interactions with customers.
- Analysed and processed complex data sets using advanced querying on SQL and visualization tools such as Power BI and matplotlib/seaborn libraries on python.

2019 - 2019   **ITBA - WALMART, Buenos Aires, Argentina**
Bachelors' Capstone Project
Consultant Work (6 months)
- Predicted "Customer waiting time" in queue; built IoT design, combining several systems (RFid, Arduino, Redis, APIs, Screens) to apply Queuing Theory in real time; increased Net Promoter Score from 7 to 8.
- Re-designed and improved buying and queuing processes to heal previously identified critical points, using "As is" "To Be" gap analysis technique; reduced churn by 3% and enhanced LTV by 24%.
- Created Gantt and internal change management plan to ensure a smooth implementation of improvements; collaborated as a team of 5 (team representative).

2018 - 2018   **SAP, Buenos Aires, Argentina**
Internship (6 months)
Digital Demand Executive
- Executed proactive demand generation initiatives to net new contacts in Chilean territory and followed-up and converted incoming leads to high-quality business opportunities (100K U$D in total).
- Increased sales pipeline by organising joint sales campaigns with sales executives; performed customer selection based on latest market data (50 leads).

ADDITIONAL INFORMATION
- Club Member at: LBS Tech & Media, Marketing & Strategy and Music Club.
- Interests: tech; travelling (visited 24 countries; lived in 3 countries); weightlifting (7-year advanced lifter); playing guitar, bass and piano; playing football (captain of 7 aside team on an amateur Sunday league).
- Coding Skills: SQL (Advanced); Python, R, Visual Basic (Intermediate); Javascript/GScript, Java, C (Beginner).
- IT Skills: Excel, Word, Access, PowerPoint (Advanced); Alteryx, Qlik, Tableau, Power BI (Intermediate).
- Language Skills: Spanish (Native); English (Fluent); Italian & French (Basic).
- General Tech Knowledge: Machine Learning; Natural Language Processing; DevOps; IoT; Blockchain; Agile & Scrum; SQL & NoSQL.
- Favourite Books: "Emotional Intelligence", "Sapiens", "Lean Start-Up".