

ITZARI CALVILLO HERNANDEZ

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SKILLS

- Machine Learning
- Python
- PostgreSQL
- Tableau
- Data Visualization (Matplotlib, Seaborn)
- Exploratory Data Analysis
- Classification/Regression Algorithms
- Ensemble Methods
- Predictive Modeling
- Statistical Inference
- Clustering Techniques (PCA)
- Hyper-Parameter Tuning
- Feature Engineering
- Pipeline Development (Scikit-learn)

ACHIEVEMENTS

Python Championship, Ranked: 3rd
University of Texas at Austin

CERTIFICATIONS

Verified International Academic Qualifications for B.S., Marketing
WES (World Education Services)

LANGUAGES

Spanish --- Native

English --- Advanced

ELIGIBILITY

US Citizen

EDUCATION

University of Texas at Austin **GPA: 4.24 / 5**
PG Dip., Data Science & Business Analytics 2022-2023

Universidad del Valle de México **GPA: 3.91 / 4**
B.S., Marketing 2018-2023

WORK EXPERIENCE

Freelance Digital Marketing Designer

Self-Employed | Remote

Start Date: 2020 - Present

- Delivered marketing solutions for diverse clients, including brand logos, personal business cards, and visually engaging designs optimized for online platforms.
- Developed and managed impactful Facebook pages and Instagram posts, effectively communicating brand messages and engaging target audiences.
- Collaborated closely with clients to design product visuals that strengthened market presence and contributed to increased sales.

ACADEMIC PROJECTS

Landing Page MKT Analysis

- Used EDA techniques, data visualization, and statistical inference to identify data trends from a marketing experiment regarding a/b testing for a new landing page
- Utilized hypothesis testing to uncover valuable insights and provided BI support

Stock Market Analysis & Profiling

- Constructed classified profile clusters based on an exhaustive analysis of financial variables and provided actionable stock insights for investment purposes

Hotel Booking Cancellation Predictive Model

- Developed a logistic regression model to aid in predicting long-term hotel booking cancellations
- Provided business recommendations for refund and cancellation policies based on the insights generated by EDA