



MARÍA GÓMEZ ROMÁN

DATA SCIENTIST

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ABOUT ME

With a strong foundation in web analytics and a deep understanding of user behavior in digital environments, I have transitioned into the field of data science and large-scale data manipulation.

My transition reflects my ability to leverage my experience in interpreting web data to solve complex problems through large-scale data analysis, applying advanced techniques to extract meaningful insights and make strategic decisions based on precise and detailed data.

I have led projects using Python to develop advanced models that optimize analysis and decision-making through efficient data manipulation, including artificial intelligence techniques and predictive analysis.

SOFT SKILLS

- Teamwork.
- Commitment.
- Continuous learning.
- Consistent alignment with the company and team values and objectives.
- Multidisciplinary.
- Working under pressure
- Project-based work
- Team spirit

LANGUAGES

- Native Spanish.
- B1 english.

WORK EXPERIENCE

Freelancer Data Scientist

- Animal Scientific Study (Python).
- Restaurant Recommender for Madrid and Mexico (AI).
- Predictive rating model (AI).
- Exploratory analysis with Python.
- Development of mathematical and statistical language.
- Creation and querying of SQL databases.
- Visualization with con PowerBI, Matplotlib, Seaborn y Plotly.
- Massive data manipulation (PySpark)
- Development of Machine Learning and Deep Learning models from scratch.
- Time Series Forecasting.

Seo Málaga | Feb 2020 - Feb 2023

- Responsible for overseeing and analyzing campaign and website metrics.
- Development of goal-focused dashboards to make informed decisions.
- PowerBI | Excel | Google Analytics | KPI's and metrics.

Lundy H. Hotel (Inglaterra) | May 2019 - Oct 2019

- English.
- Reservation management, analysis of results and clients from own website and external links, and social media management.

Seo Málaga | Abr 2018 - Jul 2018

- Extracurricular internships at UMA.
- First exposure to data management at user level.

QUALIFICATIONS

Hack a Boss 2023

Intensive Data Science Training. "Learning by doing" -> Projects per module. Development of all data science techniques, large-scale data manipulation, and machine learning and neural network model development.

IEBS 2020 - 2021

Master's in Digital Marketing and Web Analytics

University of Malaga (UMA) 2014 - 2018

Bachelor's Degree in Marketing and Market Research

TECHNICAL SKILLS

Data Science

- Python: programming language.
- SQL: database.

Libraries

- PySpark: Big data.
- Streamlit: Web app.
- Pandas: data manipulation.
- Matplotlib | Seaborn | Plotly: data visualization.
- TensorFlow | Keras | scikit-learn: AI.
- SciPy: A Python library used for advanced mathematical and scientific functions.
- Statsmodels: statistical analysis and data modeling.
- NumPy: data structures and functions for efficient manipulation of multidimensional arrays.

Web Analytics and Digital Marketing

- Data collection.
- Key metrics.
- Optimization (CRO).
- Dashboards.