

Lizeth Soto Félix

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WORK EXPERIENCE

Zinch (Fintech)

Data Scientist

(Remote)

March 2021 – October 2022

Hermosillo, Sonora, México

- Development, automatization, and visualization of financial and customer retention KPIs.
- Manage and maintain a payment system based on Python scripts, cron jobs and PostgreSQL stored procedures/views.
- Management of Tableau, creation of its reports and data sources
- Manage, develop, and analyze data from several sources (MySQL, PostgreSQL, Salesforce).
- Manage and develop the integration between Salesforce and a PostgreSQL database using an ETL tool.

PROJECTS

- Collaboration in the article “Isodata-based Clustering Surveys Responses with Mixed Data: The 2021 StackOverflow Developer Survey”, which will be published in the journal “Computación y sistemas” and presented in the Mexican International Conference on Artificial Intelligence (MICAI) 2022.
Responsible: Dr. Ramón Soto de la Cruz (+52 1 662 298 1544).
Collaborator: Dr. Félix Agustín Castro Espinoza (+52 1 771 334 0614)
- Lecture “Unsupervised cluster recognition in hybrid data”, presented as part of the Data Science workshop at the XXIX National Mathematics Investigation and Teaching Week in Hermosillo, Sonora, México from the 4th to the 8th of March 2019.
- Assistantship in an opinion mining project from texts of different sources (Twitter, Facebook, journals, etc.) to identify fuzzy polarity in political commentary, developed by the company AIISA, S.A. C.V.
Responsible:
Ing. Juan Alberto Camalich Landavazo (+52 1 662 233 3434).

EDUCATION

Universidad de Sonora

Bachelor's degree, Computer Science

Hermosillo, Sonora, México

February, 2021

- Graduated with honors by outstanding score in the national exam CENEVAL.
- Studied abroad in Mérida, Yucatán, México during fall 2019 semester (Universidad Autónoma de Yucatán)

SKILLS & INTERESTS

- **Skills:** Adaptability, problem solving mindset, data analysis, machine learning modeling, natural language processing, neural networks, financial understanding.
- **Tech stack:** Python, Data Science toolkit (Pandas, Numpy, SciPy, Tensorflow, SciKit – Learn etc) R, Java, C++, Tableau, SQL, ETL tools, Git, Microsoft stack, Hadoop.
- **Languages:** English bilingual proficiency, Spanish native, intermediate French.
- **Interests:** Classical singing, language studies, videogames.