WILMER MATEO HERAS VERA

Portfolio: mateoheras77.github.io/WEB | wmateohv@gmail.com

Work experience

Freelancer   **Worldwide**
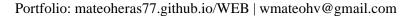*trainee*   *Dec/22-Present*
- *Development of Personalized Recommendation System:*Led an innovative recommendation system project that uses Machine Learning to provide personalized movie suggestions based on actors and directors. This strategy has an impact on both the entertainment experience and business opportunities.
- *Investment Portfolio in US Stocks.*: I designed an investment portfolio using the Yahoo Finance API, applying Markowitz theory with Monte Carlo and Brownian Motion simulations, to optimize stock selection and maximize performance.
- *Smart Chatbots:*I developed two innovative chatbots; one that converts PDF content into accessible interactions and another that queries relational databases using natural language. This solution speeds up obtaining information in complex formats and various sources.
- *Credit Card Approval Analysis:*Addressed a banking challenge using unsupervised and supervised techniques, including Agglomerative Clustering and Supervised Learning Algorithms, to categorize users in terms of payment behavior and improve risk assessment.
- *Pfizer Inc. Stock Forecast:*I implemented the Box-Jenkins methodology to predict stock prices, focusing on Pfizer Inc., analyzing monthly data from January 2010 to February 2021 and highlighting the ARIMA model to reflect the nature of financial data.

Austro Bank   **Cuenca,Ecuador**
trainee   *Apr/22-Jun/22*
- I coordinated and optimized critical databases for the institution, ensuring accuracy and timely reporting to the Superintendency of Banks.
- I developed interactive dashboards in Excel that displayed key information from the area, facilitating informed decision-making by the management team.
- Provided exceptional customer service, responding to claims and information requests with professionalism and efficiency, strengthening the company's reputation.

Importer Makol Ecuador CIA LTDA   **Cuenca,Ecuador**
Intern   *Oct/21-Nov/21*
- I provided comprehensive support in finance, logistics and management, standing out in the creation of Dashboards, Data Analytics and forecast models.
- Contributed to data analysis and generation of strategic reports to support decision making.
- Collaborated in the implementation of innovative solutions to optimize processes and improve operational efficiency.

Pichincha Bank   **Cuenca,Ecuador**
trainee   *Jul/21-Sep/21*
- I led digital transformation initiatives in the institution, facilitating the implementation of agile methodologies and improvements in the user experience.
- I collaborated closely with SME executives, advising them on the strategic acquisition of products to expand their customer base.
- Contributed to business growth by managing relationships with both existing and new customers, optimizing acquisition processes and strengthening loyalty.

LEADERSHIP EXPERIENCE

University of Cuenca   **Cuenca,Ecuador**
Faculty President   *Sep/19-Jun/21*

- President of the League of the Faculty of Economics, demonstrating leadership skills by guiding teams towards common goals and fostering collaboration.
- Outstanding sports student by maintaining a constant participation in the university team over several years, exhibiting discipline, teamwork and commitment to exceptional performance.

EDUCATION

University of Cuenca   **Cuenca,Ecuador**
Economist   *Mar/23*

- Economist with a deep understanding of economic principles and advanced data analysis skills, fusing economic acumen with data science techniques to deliver informed and strategic solutions.
- Ability to translate complex data into meaningful economic insights, applying Data Science tools to identify patterns and trends that support informed decision-making in economic and business environments.

SKILLS AND INTERESTS

Skills: Solid experience in advanced data analysis, Machine Learning and Artificial Intelligence, along with outstanding proficiency in data visualization. Domain of Python, SQL and R for programming, and Power BI, Tableau and Looker Studio for visualization. Experience in cloud platforms such as Google Cloud Platform and Amazon Web Services.

Interests:I maintain an active and healthy lifestyle, being a passionate runner and basketball player. Additionally, I have an interest in training my social media AIs to personalize and enrich my online experience, ensuring my feed reflects my interests and goals.