

## Eduardo Armenta Guajardo

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### EDUCATION

**Georgetown University, College of Arts and Sciences.**

**Washington, DC**

*Master of Science in Data Science and Analytics*

*May 2024*

Cumulative GPA: 4.0/4.0

**Relevant Coursework:** Natural Language Processing • SQL and Databases • Probability Modeling and Statistical Computing

**Emory University, Goizueta Business School & College of Arts and Sciences**

**Atlanta, GA**

*Bachelor of Business Administration, Concentrations: ISOM, Intl Business; Double Major: French*

*May 2018*

Cumulative GPA: 3.7/4.0

**Relevant Coursework:** Foundations of Digital Enterprise • Data Analytics • Negotiations • Operations and Management

### WORK EXPERIENCE

**Xignux**

**Monterrey, Mexico**

*Advanced Analytics Analyst, Jr. Data Scientist*

*March 2020 – March 2022*

- Reduced company's office supply expenses by more than \$1 million per year through a purchase consolidation project
- Increased sales of the snacks division by \$100K in 9 weeks with a brand intro. project; year-end projection of \$1.5M
- Built a categorization model that optimized truck delivery routes for dried goods from factory to sales points
- Utilized A/B testing for a marketing campaign to introduce snack stands at points of sale, raising revenue by 15%
- Decreased the mean absolute percentage error for dollar purchase contracts from 30% to 10% using a SARIMA model

*Project Manager*

*September 2020 – March 2022*

- Led company-wide data management strategy initiative to maximize the value and efficiency of firm's data assets; this includes the development of the data governance structure, architecture, policies, and implementation roadmap
- Managed a market research and expansion project for generators and electrical hardware; assessed the total available market and created a forecast, as well as devised a strategy to capture 50% of the predicted market
- Supervised the effort to create a categorization model for wood quality variance to reduce labor hours and error rate

**Sonata Software / Sopris Systems**

**Atlanta, GA**

*Computer Systems Analyst*

*July 2018 – February 2020*

- Held numerous client meetings to onboard and train system users and to set up Finance and Operations D365 modules
- Liaised with the client's French team and the Sopris team, helping both parties better communicate with each other
- Completed a full implementation cycle of one project; continuous support to another project with managed services
- Created 10+ scripts for an automation tool to test client environments during updates without manual intervention

### LEADERSHIP ACTIVITIES

**Delta Tau Delta**

**Atlanta, GA**

*President, Vice President (Fall 2015 – Spring 2016)*

*April 2015 – August 2016*

- Managed organization-wide operations; led 35 members to become a positive and leading community on campus
- Developed relationships with other institutions, Emory, and the head of the Office of Sorority and Fraternity Life
- Interpreted day-to-day dealings and oversaw the follow-through of tasks enforced by members of the executive board

**Community Service, SAFE Greeks**

**Hightstown, NJ & Atlanta, GA**

*JDRF, Emory Cares Day, PAWS Atlanta, Fraternity Liaison*

*September 2011 – May 2018*

- Raised over \$3,000 by forming and hosting a dodgeball tournament for the Juvenile Diabetes Research Foundation
- Taught/assisted in school-organized service events that focused on the aid of ESL immigrants with language translation
- Volunteered time at a shelter for abandoned cats and dogs, aiding their transition into interacting with humans again
- Held a workshop for 30 members of the Greek System covering various topics, such as sexual assault and its prevention

### ADDITIONAL INFORMATION

**Computer:** Python, R, SQL, Git, Terminal, HTML, CSS, Quarto, Power BI, Tableau, MS Office Suit, Azure ML, MailChimp

**Packages:** Pandas, NumPy, Scikit-learn, Transformers, Seaborn, Plotly, BeautifulSoup, TensorFlow, Tidyverse, GGPlot2

**Languages:** Native in Spanish and English, professional proficiency in French and Italian (B2/C1)

**Interests:** Behavioral sciences, animal welfare, soccer, tennis, piano, RPG and FPS video games, psychological thrillers