

CONTACT INFORMATION

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- +52 (777) 129 3007
- Monterrey, Nuevo León, MX

SKILLS

Executive

- Teamwork
- Critical thinking
- Adaptability
- SCRUM

Tools + Software

- Microsoft Office (Advanced Excel)
- Google Analytics
- Jupyter Notebook
- Tableau, Power BI & Power Apps, Dataiku
- Minitab
- GAMS, MATLAB
- Jira, Monday

Programming Languages

- SQL - advanced
- Python – intermediate (PCEP)
- R – intermediate
- C++ – intermediate
- HTML, CSS, JS - basic

Languages

- Spanish - native
- English - advanced. PTEG C2: 85
- French - basic. DELF A2: 92

CONTINUOUS TRAINING

- Specialization in Digital Marketing and E-Commerce | Google | 2024
- Data Scientist with Python | DataCamp
- Data Analyst Specialization | Google | 2024
- Business Statistics and Analysis Specialization | RICE | 2024
- Everyday Excel Specialization | University of Colorado | 2023

Annette Pamela Ruiz Abreu

DATA SCIENTIST AND MATHEMATICIAN

Google-certified data scientist, with specializations in Finance and Digital Marketing, highly motivated to learn with experience collecting, analyzing and visualizing data to inform strategic decision making. Proficient in applying machine learning techniques to enhance predictive modeling and improve data-driven insights.

EXPERIENCE

BUSINESS INTELLIGENCE INTERN DIDI

November 2023 – Present

Extract, analyze, visualize and present data using SQL & Python to provide valuable insights to high level stakeholders and leaders. Proficient use of numpy, pandas, scikit-learn for clustering, AA/AB testing and statistical methods (ANOVA, t-test).

DATA SCIENTIST - ON CAMPUS INTERN ITESM

October 2023 – Present

Organize and analyze administrative data in Python, develop a working dashboard with relevant insights for stakeholders in Excel.

DEEP LEARNING FOR IMAGE CLASSIFICATION & GRAVITATIONAL WAVE IDENTIFICATION ITESM

January 2023 – June 2023

- 1) Developed a Convolutional Neural Network (CNN) to classify fashion images from the Fashion MNIST dataset.
 - 2) Developed a novel approach for gravitational wave detection by integrating PCA with Fourier transforms and topological persistence images to enhance CNN performance.
- Utilized key libraries such as pandas, matplotlib, pyplot, tensorflow, and keras.

COMMERCIAL PROPOSAL FOR THE IMPROVEMENT OF A VIRTUAL STORE ITESM (TECSTORE)

August 2022 – December 2022

Worked together with TECstore executives to create data dashboards to visualize information, analyze social media campaigns and generate proposals to improve areas of opportunity in sales and customer acquisition with Tableau, Minitab, Excel and Google Analytics. Utilized Natural Language Toolkit (NLTK) in Python to perform sentiment analysis on customer feedback and reviews,

EDUCATION

ENGINEERING IN DATA SCIENCE AND MATHEMATICS

TECNOLÓGICO DE MONTERREY (ITESM)

August 2021 – June 2025

Scholarship for Academic Talent. Average: 98.11

FINANCE FOR DECISION MAKING SPECIALIZATION

TECNOLÓGICO DE MONTERREY (ITESM)

August 2024 – December 2024