



PAULA JIMÉNEZ SUAZA

DATA SCIENTIST & IA

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🌐 [Paula Jiménez Suaza](#)

🐙 [Paula-JS](#)

Professional profile

My training in **Data Science and AI** has provided me with the tools to make **informed decisions and optimize processes**, allowing me to **contribute to companies' strategic objectives**. Additionally, my experience in **advertising and marketing** reinforces my **ability to understand the business and develop strategies** aligned with organizational objectives.

Education

Master/Bootcamp in Data Science & AI

The Bridge / EDEM Business School 2024 -2025

Course in Administrative and Financial Management of International Trade

ValenciaPort Foundation 2022

Master in Marketing and Market Research

University of Valencia 2021 -2022

Degree in Advertising and Relations Public

University of Alicante 2017 - 2021

Languages

English - B2

Valencian - B2

Work experience

01/2023 - Currently

Xiricompra | Marketing Coordinator

- Recruitment of new associates (customer treatment)
- Creation, control and monitoring of email marketing and social media campaigns (Meta)
- Troubleshooting
- Business strategy and organization
- Ability to manage projects and solve problems individually

03/2022 - 08/2022

Let's Wow Startup | Web designer

- Creation and management of web pages (Wordpress)
- Creation and management of publications for Social Networks (Canva Pro and Photoshop) (Metricool)
- Development of advertising campaigns (Google Ads)
- Email marketing management (Active Campaign)

03/2021- 06/2021

Digital Latam | Marketing Department Internships

- English internship
- Design of a Digital Escape Room (Figma)
- Creation of the corporate visual identity manual for the Escape Room and logo design (Photoshop)

Technical skills

- Python
- Data Analysis
- SQL & MS SQL
- Pandas
- Matplotlib
- Seaborn
- Jupyter
- Tableau
- Power BI
- Data Science
- Machine Learning (S/NS)
- Deep Learning
- Meta
- Google Ads
- Google Cloud