

# JUAN D. DEL VALLE PÉREZ

## AIM STAFF

I am a young and energetic person looking to join a work team, where I can contribute my knowledge, skills and training, in order to increase my professional experience and have better personal development.

## CONTACT

 juanddvalle20@gmail.com

 55 4825 8856

 /juanddvalle

## EDUCATION

ESCOM-IPN  
2020 - Present  
Artificial Intelligence Engineering

CECyT 5 - IPN  
2016 - 2019  
IT technician

## HONORS AWARDS

- 1st place for best project in the Artificial Intelligence Academy ExpoESCOM (2023)
- Academic Excellence Award (2022)
- Honorable mention in ExpoESCOM (2022)
- Academic Excellence Award (2021)

## LANGUAGES

Native Spanish  
English - B1 (Studying)

## WORK EXPERIENCE

**C5 CDMX - Data Analyst**  
JANUARY 2023 - JULY 2023

I developed an advanced system for identifying patterns in the incident logs of Mexico City. This solution analyzed in detail the actions taken by various agencies and provided specific descriptions of each incident. Using natural language processing techniques, the system processed large databases of comments to generate accurate statistics and detailed graphical representations, segmented by different C2s and delegations in Mexico City. Currently, this system is essential for the preparation of the weekly presentations made in C5.

**Totalplay - Data Engineer**  
JANUARY 2024 - PRESENT

I developed a pair of interconnected systems aimed at identifying advertising spots on various television channels and specific periods. These systems, powered by machine learning techniques, are fully automated using AWS services, including S3, DynamoDB, and EC2. Additionally, I used AWS CodeCommit for version control, ensuring efficient and organized development.

The first system is responsible for detecting the presence of advertising spots, while the second carries out the evaluation of advertising campaigns. The latter analyzes various key metrics for the client, such as rating, audience loyalty, net and gross accumulations of coverage in homes and devices, in addition to the cost per advertising insertion. To automate these processes, additional AWS services such as S3, Redshift, EC2 and Glue are used. These systems continue to operate effectively within Totalplay.

## ADDITIONAL PREPARATION

SAMSUNG Innovation Campus, UDEM  
SEPTEMBER 2023 - JANUARY 2024

Social Service as Data Analyst, C5 CDMX  
JANUARY 2023 - JULY 2023

Diploma in Financial Education, CONDUSEF  
SEPTEMBER 2022 - DECEMBER 2022

Entrepreneurship course, ProEmpleo  
JANUARY 2019 - MARCH 2019

## LANGUAGES OF PROGRAMMING

Python (5 years)  
c (3 years)  
JavaScript (1 years)  
R (6 months)

## SUMMARY OF SKILLS

Natural Language Processing, Artificial Vision, Machine Learning, Deep Learning, SQL, Django, React, Node.js, Git, GitHub, Functional Programming, Database Data, Big data, AWS (Redshift, S3, DynamoDB, Glue, EC2, Codecommit, Lambda)