

Madrid, February 2021

Dear Sr or Madam,

Always ready to face new challenges and take advantage of this opportunity to continue developing myself, and contribute by sharing my knowledge and analytical vision acquired during my professional career.

My passion for data analysis led me to study **Statistics and Operational Research**, and later I have done a **Master in Digital Analytics and Web Optimization (UX / CRO)** at Kschool.

I continually update my knowledge about **Machine Learning, Datavizz** and new **R libraries**. In addition, I regularly attend a multitude of events and conferences related to **Marketing Analytics, Customer Experience, Location intelligence and Data Science**, a field in which I would like to continue my professional career.

I have always focused my efforts on the **exploitation of available data sources**, defining KPI's in order to obtain **insights and actionables recommendations** for the progressive **increase of the value of our clients**. As well as the **understanding of their behaviour around the brand**, their **marketing actions** and their **digital assets**. Trying to optimize results by implementing the improvements found.

I attach a detail of my experience and knowledge that I would love to put into practice in your company. Thanking you in advance for your attention, with my best wishes,

Pilar Hernanz

<https://pilarhrod.github.io/web>

es.linkedin.com/in/pilarhernanz

@pilarhrod

pilar.h.rod@gmail.com

606 567 677



María del Pilar Hernanz Rodríguez

pilar.h.rod@gmail.com

@pilarhrod 606 56 76 77

[es.linkedin.com/in/pilarhernanz](https://www.linkedin.com/in/pilarhernanz)

Web: <https://pilarhrod.github.io/web>

ACADEMIC EDUCATION

Statistics and Operational Research (U. Complutense Madrid, 1996)

Master Web Analytics (Kschool, 2012)

Postgraduate Web Conversion Optimization (Kschool, 2015)

ASPECTS OF INTEREST

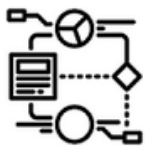
Professional and attitudinal strengths:

- Adaptability and integration to any work environment, customer relationship skills and teamwork..
- Curiosity, great capacity for learning, planning and management of complexity, analysis and synthesis.
- Resilience and tenacity. Responsibility and perseverance.
- Critical, analytical and convergent thinking.

ACADEMIC HONOR in 'Statistical Information Analysis ', where I applied several statistical techniques for multivariate data analysis (factorial, discriminant, cluster, correspondence, time series, regression, inference and decision trees).

LANGUAGES ENGLISH Medium level - **Official Language School Diploma (B2.2)** 10th Grade Trinity College London (C1)

FRANCAIS Nivel básico (lectura y traducción)



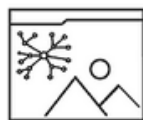
Data science

Predictive algorithms
Clustering/segmentation
Classification models
Decision trees
Linear optimization
Regression and inference
Temporal series



Business intelligence

Sales & marketing analytics
KPI's
Text analytics
Customer Life-Time value
CRM management



Data visualization

Decision boards
Data storytelling
Location intelligence
Network analysis
Graphs analysis
Ggplot, Shiny,...



Customer research

UX - Design thinking
Profiling Personas
Qualitative research
Quantitative research



Digital Analytics

CRO-Web optimization
Test A/B
Site performance
Conversion funnel



Algorithms programming

Data wrangling
Feature engineering
Data analysis
Data modelling
Model validation

Statistics & Operational Research 95%



Algorithms & Machine learning 75%



Programming (R, Python) 66%



Statistical analysis (SPSS, Knime, BigML,...) 85%



Data vizz (Tableau, PowerBi) 90%



Database management (SQL, Access, Teradata) 90%



Graphs (Neo4j, Gephi) 60%



GIS (CartoDB, Leaflet) 50%



Google Analytics, G. Tag Manager, Adobe, Data Studio 65%



CRO - Test A/B (Optimizely, eyetracking,...) 70%



CRM (Salesforce, SugarCRM) 100%



09/19– 2/20 **Data Scientist, SMARTME ANALYTICS**

- **KPIs programming** about the **app** users' behaviour (with **R** and **Tableau**)
- Optimization and automation of **algorithms coded in R** for the cross-media consumption analysis.

5/17 – 8/19 **Customer Intelligence / Digital Analyst, GLOBAL MEDICAL KNOWLEDGE**

- Implementation of the **measurement strategy**, analytical environment and **KPI's**.
- **Decision-boards** generation about **performance & usability** of the **digital simulation platform** (PowerBi).
- Parameterization and performance analysis of **ecommerce** campaigns (G. Analytics and Tag Manager).

2/14-7/15 **Digital & Business Consultant, EL ARTE DE MEDIR consulting**

- By **Viajes El Corte Inglés**:
 - Strategic analysis: **Decision-boards** design adapted to the business model.
 - Tactical analysis: **navigation flows**, acquisition and conversion keyword segmentation.
 - **Data modeling and strategic consulting** of the **CRM** project for **Viajes El Corte Inglés**.
- By **SANITAS**:
 - Daily KPI's reporting and **conversion funnel analysis** for each business unit.
 - **Campaign tracking** (sem, display, emailing, affiliation, ..)

5/13-2/14 **Web analyst, INFOEMPLEO**

- **Performance analysis algorithm** analysing companies, applications & candidates (**life cycle, activity** ..)
- Reports on traffic sources and main **business indicators** (portal and mobile version).
- **Parameterization and campaigns analysis** according to user segments (affiliation, emailing, display)

10/12 - 1/13 **Jr. Social Media Analyst, digital agency INSPIRING MOVE**

- **Online reputation analysis** of brands and products of our clients and their competition (BMW, Direct Seguros, Univ. Europea de Madrid, RedBull, L'oreal).
- **Scorecards** measuring evolution and effectiveness of Social Media actions (**sentiment analysis** with Brandwatch).

2000-2010 **Responsible BBDD, CRM and Research, MERCEDES-BENZ ESPAÑA**

- **Segmentation algorithms**: elaboration of the Customer Life-Time Value and Lead Scoring.
- Ad-hoc **research studies, both local and coordinated with Germany Headquarters**: Profile studies, service satisfaction, Mystery shopping, Image monitor, Advertising tracking,
- Management and coordination of **acquisition and loyalty campaigns**.
- **Analysis and qualification of the Customers and Leads DB** (MB, smart, Maybach).
- Coordination of the activities of the Mercedes-Benz Spain call center.
- **Development** of Online Sales and **Relational Marketing online**

1997-2000 **Database Analyst and Geolocation (GIS), marketing agency DRAFT WORLDWIDE**

- **Coding and analysis** (profiles, segmentation, etc. with **SPSS**, **Arcview** for CajaDuero, Grupo Ugarte).
- **Consulting reports** for the agency's client databases (Volvo, Blockbuster, Uni2, Camel, ..)
- For **ENDESA** Analysis of results of the Infodomo campaign.
- For **G + J (BERTELSMANN ESPAÑA)**: **SAS programming algorithm**, for statistical analysis of surveys.

COMPLEMENTARY EDUCATION ON DATA SCIENCE

Bubble size: number of completed courses

