Wilfredo Salazar Villarreal

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Education

Instituto Tecnológico Autónomo de México (ITAM)　　　　　　　　　　　**Mexico City, Mexico**
Bachelor of Science, Data Science　　　　　　　　　　　　　　　　　　　　*Expected: Dec 2026*

Instituto Tecnológico Autónomo de México (ITAM)　　　　　　　　　　　**Mexico City, Mexico**
Bachelor of Arts, Financial Management　　　　　　　　　　　　　　　　　*Expected: Jun 2027*

Skills

- **Data Engineering & Automation:** Python (Proficient, Pandas, NumPy), SQL (Advanced Querying, DDL), Git, RAG/NLP Systems, OCR Technology, ETL/Data Pipelining, Algorithmic Thinking.
- **Financial Strategy & Ops: Working Capital Optimization**, **Unit Economics**, Financial Modeling, Valuation Concepts, Market Research, P&L Management, Budgeting, Excel (Expert).
- **Software & Analytics:** Java, JavaScript, Data Structures, OOP, Machine Learning (Introductory), R, HTML/CSS, React.
- **Languages:** Spanish (Native), English (Intermediate - C1 Reading/Listening - B2 Speaking/Writing).

Experience

IMSS, Division of Comprehensive Child Development　　　　　　　　　　**Mexico City, Mexico**
Data Analyst & Software Developer　　　　　　　　　　　　　　　　　　　*Aug 2025 – Present*

- **Engineered and deployed** a proprietary **Retrieval-Augmented Generation (RAG) system** utilizing Python and NLP to automate the analysis, summarization, and draft response generation of critical correspondence, **significantly reducing manual triage time**.
- **Led** high-impact process automation, implementing **OCR technology (Python)** for structured data registration, which **drastically decreased data intake processing time** while maintaining strict data integrity and **high field-level accuracy**.
- **Conducted** in-depth socio-demographic analysis and location modeling for the CECI project, **informing capital allocation strategies** for site selection, resulting in the successful planning and construction of **multiple new center locations**.
- **Developed** web platforms using modern frameworks to support the CECI project's operations and service delivery.

Prima　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Mexico City, Mexico**
Sales Operations Summer Intern　　　　　　　　　　　　　　　　　　　　*Jun 2024 – Sep 2024*

- **Drove** sales strategy implementation through performance analysis, **revenue forecasting**, **commercial planning**, and data analysis using **SQL and Python**.
- **Developed** weekly executive reports tracking **Operational KPIs** and **pipeline efficiency**, which directly informed strategic decision-making by the **Sales Leadership team**.
- **Collaborated** with the demand team to align sales operations with business goals.

Projects & Volunteering

Family Business Digital Transformation (Textiles & Jewelry)　　　　　　**Personal Project**
Full-Stack Developer & Digital Strategist　　　　　　　　　　　　　　　　*In Progress*

- Leading the digital modernization of a family-owned retail business with **25 years of trajectory** in Mexican textiles and jewelry.
- Developing a custom **e-commerce web platform** to **diversify revenue streams** and **optimize operational margins**, expanding market reach beyond brick-and-mortar sales while preserving the brand's heritage.

ITAM AI Study Companion (RAG Tool)　　　　　　　　　　　　　　　　**Personal Project**
AI Developer　　　　　　　　　　　　　　　　　　　　　　　　　　　　*Completed*

- Engineered a specialized **Retrieval-Augmented Generation (RAG)** study tool tailored for ITAM coursework.
- Built a knowledge base utilizing years of historical student notes and academic materials to create a context-aware study assistant that reflects the specific teaching methodology of the institution.

Koi Roll (Japanese Food Truck)　　　　　　　　　　　　　　　　　　　**Entrepreneurship**
Founder　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　*Past*

- **Founded and led** the full operation of a food truck enterprise, managing a team of six and overseeing **Unit Economics** and **Cost of Goods Sold (COGS)**.
- **Acquired** extensive experience in **Pricing Strategy**, P&L management, and business growth strategy, achieving **sustained revenue growth** through targeted customer engagement.

Rotary Club Ensenada Website　　　　　　　　　　　　　　　　　　　**Volunteering**
Volunteer Web Developer　　　　　　　　　　　　　　　　　　　　　　　*In Progress*

- Developing the official website for the local non-profit chapter to enhance community outreach, member management, and event visibility.