Professional Experience

[06.2018 – 09.2021] Data Scientist – Kantar, Mxico

Researched and developed AI/ML methodologies for data analysis and insights to help brands make data-driven decisions and enhance their marketplace performance.

— Built TextAIs engine, an in-house text mining tool for Named Entity Recognition, Sentiment Analysis, Machine Translation, Topic Modeling, and Topic Naming, supporting 10 languages (English, Spanish, German, French, Portuguese, Chinese, etc.).

— Developed domain-specific to general language machine translation models that convert specialized language (e.g., legal, medical, technical jargon) into general language, improving accessibility and understanding for wider audiences.

— Created a machine learning model to analyze user purchase behavior, identifying frequently bought products, suggest suitable substitutes, and categorizing items for personalized recommendations.

[02.2017 – 08.2017] Research Intern – University of Wolverhampton, UK

Developed a Machine Learning Sentiment Analysis application for Spanish texts.