Adrián Manzanal Oliva

Senior Modelling Data Consultant

Statistic treatment and insights reporting enthusiast with strong analytical capabilities and marketing knowledge.

Experience

2019–2024   **Senior Modelling Data Consultant**, *Ebiquity*, Madrid.
Marketing Mix Models, Promotions Impact Models, Media Plan Optimizations, Market Research, Brand Health Models, Campaign Effectiveness Studies.

2021–2022   **Associate Professor**, *Universidad Complutense de Madrid UCM*, Madrid.
Departmental Section of Applied, Public and Political Economics at the Faculty of Commerce and Tourism.

2017–2019   **Modelling Data Analyst**, *Carat Media International*, Madrid.
Data Analysis and Visualization, ETL Processes, Direct Response Marketing Statistics Models, Dynamic Dashboards based on R Shiny

2015–2017   **Modelling Data Analyst**, *Bayes Forecast*, Madrid.
Marketing Mix Models, Promotions Measures, Demand/Supply Forecast, Deep Macroeconomic Models, Media Optimization, KPIs reporting and analysis.

2015–2017   **Academic Researcher**, *Instituto de Análisis Industrial y Financiero IAIF (UCM)*, Madrid.
Innovation and employment: Econometric models to analyze the effects of product and equipment innovation on the employment. Economic and statistical bibliography review to build a methodology approach.

2014–2015   **Data Validation**, *Instituto Nacional de Estadística INE*, Madrid.
Data checking: Indetify outliers, nulls and other sampling errors

Education

Official Degrees

2007–2013   **Bachelor of Economics**, *Universidad de Alcalá*, Alcalá de Henares, Madrid.
Specialty in Econometrics

2013–2015   **Master in Science in International Economics and Development**, *Universidad Complutense de Madrid*, Madrid.

2016–2017   **Master of Arts in Current Techniques of Applied Statistics**, *Universidad Nacional de Educación a Distancia*, Madrid.

Courses Completed

2016–2017 **Technology and open sources applied to Big Data and BI**, *MOOC, CENATIC*, Madrid, Spain.

2015–2016 **Marketing Digital**, *MOOC, Google-IAB Spain*, Madrid, Spain.

Languages

Spanish **Mother tongue**

English **Advanced**

Portuguese **Basic**

Computer Skills

Statistical programming   R, Python, Time Oriented Lenguage (TOL), Stata, E-views, Gretel, SPSS, Microsoft Excel

Data bases   PostgreSQL, Oracle, Windows Server, MongoDB

Text Processors   R-Markdown, Microsoft Word, Latex

Data Visualization   R-Shiny, Microsoft Power Point, Power BI, ShinyDashboard, DataStudio, Datorama

Media   Google Analytics, Kantar, InfoAdex, Tom Micro2, Omniture, Google Word Planner, Arce

Publications

- *Naval sector in South Korea and Spain (I): An approach to the analysis of competitiveness and characteristics of the naval market, 1970-1990.* UCM 2016
- *Naval sector in South Korea and Spain (II): Comparative analysis of the main competitiveness indicators, 1970-1990.* UCM 2016
- *Effects of innovation on the unemployment: The role of economic cycle.* Instituto de Análisis Industrial y Financiero, UCM 2017

Work References

Employer	Company	Email
Romy Rodríguez	Innova - TSN	rrodriguez@ba.es
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