

AÍDA ALEJANDRA MARTÍNEZ PALACIOS

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SUMMARY

Master of Science in Analytics graduate with over 6 years of experience on Data Programming and Software Development; Expertise working with large databases, data visualization and predictive modeling. Strong analytical skills and ability to deliver and communicate business insights from data.

EDUCATION

Georgia State University, J. Mack Robinson College of Business

Master of Science in Analytics

GPA: 4.09/4.3

Atlanta, GA

December 2016

- Outstanding Scholar Award

University of Malaga

Master of Software Engineering and Artificial Intelligence

GPA: 92/100

Malaga, Spain

September 2012

- Merit Based Full Scholarship.
- End of degree project: Aurora borealis predictive model using regression and decision trees algorithms.

Universidad Tecnológica Centroamericana (UNITEC)

Bachelor of Science in Computer Science

GPA: 94/100

Tegucigalpa, Honduras

March 2008

- Graduated with merit; 3rd place, class of 2008 (out of 179 undergraduate students)
- Web Technologies and Artificial Intelligence Course, National Tsing Hua University, Taiwan

PROFESSIONAL EXPERIENCE

Implementations Intern

Juice Analytics

Atlanta, GA

May 2016 – December 2016.

- Developed a text mining model to classify unstructured text into job categories for a healthcare application using Python.
- Created automated ETL processes to extract data from multiple sources to be presented on interactive web dashboards.

Data Application Architect

Juice Analytics

Atlanta, GA

January 2016 – Present

- Developed rich data visualizations using Python and JavaScript, allowing clients to extract, share and communicate insights.

Graduate Research Assistant

Institute for Insight, Georgia State University

Atlanta, GA

August 2015 – May 2016

- Installed and configured a Hortonworks Hadoop cluster on CentOS.
- Created a predictive model for healthcare claims' arrival time using Decision Trees.
- Created a text mining model for predicting a specific outcome for an U.S. national bank using TF-IDF algorithm on R.

Business Intelligence Engineer

Tigo (Millicom International Cellular)

Tegucigalpa, Honduras

July 2012 - December 2013

Honduras' #1 Wireless operator with 40 million subscribers globally

- Developed and maintained commercial and accounting reports, as well as created ad-hoc analysis of marketing campaigns and offers for text messaging, microloans and other value added services.
- Designed and developed Microstrategy dashboards for Human Resources, Marketing and Customer Operations, providing insights and daily and monthly KPI's.
- Created a Customer 360° analytical dataset used to build a suite of marketing predictive models.
- Established ETL processes to obtain information from multiple billing and transactional systems using Oracle PL/SQL.

Software Developer

The Americas Group

Tegucigalpa, Honduras

April 2008-June 2011

- Developed web and desktop applications for a U.S. Payroll services provider, applying Test Driven Development methodologies using Nunit and Curl.

SKILLS

Languages: Spanish – native, English

Certifications: Microsoft Certified Technology Specialist SQL Server 2005, Sun Certified Programmer - Java.

Software Skills: SQL, MongoDB, R, SAS, Python, Tableau, Weka, Microstrategy, Java, .NET, ASP.NET, JavaScript, CSS, Html, Vega and D3 Visualizations, Elastic Search.

Statistical Skills: Hypothesis Testing, Linear and Logistic Regression, Decision Trees, K-means clustering, Time Series forecasting.