



# ALBERT HINOJOSA ROVIRA

## PROFILE

Data Scientist professional specialized in communication and advertising. Passionate for numbers, new technologies innovative solutions and optimizing processes. Always learning and trying to understanding how things work and why things happen.



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## EXPERIENCE

### Data & Analytics Senior Executive

Ymedia

07.2018 - 07.2019 (Barcelona)

Supervision of analysis, studies and mathematical models, to measure, predict and simulate the effect of communication on business.

### Senior Data & Insights Analyst

Havas Media Group

04.2005 - 07.2018 (Barcelona)

Innovation, creation and development of new strategical and tactical advertising tools. Mathematical analysis to optimize media budgets and media plan schedules. Analysis of advertising effectiveness and ROI through econometric modeling.

Brand / Market / Consumer analysis.

Over the last years I created several tools that have widely spread in the company and helped the planning teams in their daily tasks.

### Professor

UIC - Universitat Internacional de Catalunya

2013 - 2015 (Barcelona)

Market Research Tutor and SPSS Professor in the Advertising and Public Relations Degree

### Market Research Analyst

Salveti & Llombart

02.2004 - 04.2005 (Barcelona)

Specialization in market segmentation, brand image and product positioning analysis for different FMCG brands.

### Data Analyst (Internship)

AC Nielsen

2003 (Barcelona)

Analysis of Nielsen's data panels. Data extraction and reporting for FMCG big accounts

### Media Researcher

Mets Media Communication

2001 - 2002 (Barcelona)

Planning Department support. Audience analysis and monitoring of advertising campaigns.

## TECHNICAL SKILLS

R & Shiny Apps	Econometric Modelling		
MS Office	Machine Learning	Advertising	
VBA (Visual Basic)	SPSS	Data Visualization	
SQL	Python	HTML & CSS	Git

## SOFT SKILLS

- ✓ Self learner, eager to try new approaches and methodologies
- ✓ Excellent conceptual and analytical skills
- ✓ Highly detail oriented in presentations and deliveries
- ✓ Always willing to help other people.

## LANGUAGES

Catalan	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
Spanish	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
English	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
Polish	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>

## EDUCATION

2019 - present: Kschool  
Master in Data Science

2019 - present: Ubiquim Code Academy  
Data Analytics & Machine Learning Bootcamp

2013 - 2014: Universitat Autònoma de Barcelona  
Postgraduate in Communication and Digital Marketing

2001 - 2003: Universitat de Barcelona  
Bachelors degree in Market Research

1996 - 2000: Universitat Autònoma de Barcelona  
Bachelors degree in Statistics