

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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- github.com/alberthr

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

econometric modeling.

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

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

Salvetti & 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

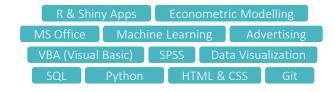
2003 (Barcelona)

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.

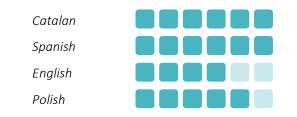
TECHNICAL SKILLS



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.

I ANGUAGES



EDUCATION

2019 - present: Kschool Master in Data Science

2019 - present: Ubiqum Code Academy

Data Analytics & Machine Learning Bootcamp

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

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

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