ALEJANDRO
VILLANUEVA

+31613299667 | **villalledo@gmail.com** | **linkedin** | **GitHub**

EDUCATION

02/2024 - 04/2024

BOOTCAMP IN DATA ANALYTICS, UPGRADE HUB MADRID

· *Numpy and Pandas deep dive, Web Scrapping, Power BI, Machine Learning, APIs*

02/2021 - 07/2022

MSc MARKETING ANALYTICS AND DATA SCIENCE, UNIVERSITY OF GRONINGEN

· *Digital Marketing Intelligence, Market and Customer Models, Data Engineering, Data Science Methods, Statistical Learning*

08/2016 - 06/2017

BACHELOR'S DEGREE IN MARKETING AND MARKET RESEARCH, UNIVERSITY OF GOTHENBURG (EXCHANGE)

· *Marketing Trends, International Marketing, Econometrics, Management, Geographical Systems*

09/2015 - 02/2018

BACHELOR'S DEGREE IN MARKETING AND MARKET RESEARCH, UNIVERSITY OF GRANADA

· *Market Research, Commercial Research, Consumer Behaviour, Quantitative Techniques, Multivariate Statistical Techniques, Econometrics*

RELEVANT EXPERIENCE

11/2020 - TO DATE

COURIER AND TEAM LEADER, THUISBEZORGD & VENDINGATWORK

· *Courier in Amsterdam, Almere, Lelystad, Zwolle and other regions in The Netherlands*

03/2022 - 06/2022

ANALYST PROJECT CONSULTANT INTERNSHIP, DVJ INSIGHTS (Utrecht)

· *Conducting the necessary data analysis to answer the research question: "How can Samsung win market share among generation Z?".*
· *Supporting senior analysts*
· *Data collection, cleaning and analysis (SQL, R and Python)*
· *Data visualisation (PowerBI) and presentation of results based on predefined KPIs*

08/2018 - 10/2019

BACKPACKING AUSTRALIA AND SOUTH EAST ASIA, GAP YEAR

· *Worked as a Room Service Waiter at Wolfgang Puck and Lil' Darling in Sydney*
· *Worked as a Hostel Receptionist in the Philippines and Vietnam*
· *Organised all travel, accommodation and work opportunities*

09/2017 - 06/2018

MARKETING AND BUSINESS DEVELOPMENT INTERN, CHELA LTD (London)

· *Pay-per-click campaigns, Google Ads, Google Analytics and Data Analysis*
· *Wordpress upkeep and Website analytics measurements*
· *Competitor research and market insights to identify opportunities*

SKILLS

· Google Workspace
· Data Analysis | R Programming | Python
· SQL | noSQL (JSON, column-based)

· Statistics & Market Research
· Quantitative and Qualitative analysis
· Fluent in Spanish and English