Maricarmen Arenas Leiva

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Languages (written and spoken): French, English, and Spanish

Profile

Database Management: Proficient in SQL for efficient data querying and management.

Data Cleaning and Preprocessing: Skilled in data cleaning techniques, handling missing data, normalization, and standardization.

Business Analysis Skills:

Process Automation: Leveraging VBA scripting, Bash, and Advent scripting to automate processes and improve operational efficiency.

IT Proficiency: Strong IT skills, utilizing tools like Salesforce for project management and tracking progress.

Project Management: Managing multiple projects simultaneously, ensuring successful outcomes through effective tracking and collaboration.

Communication and Presentation: Excellent written and verbal communication skills to convey complex concepts to non-technical stakeholders.

Problem-Solving: Strong critical thinking abilities to break down complex problems and find effective solutions.

Financial Analysis: Interpreting financial reports, understanding economic trends, and predicting market behavior.

Statistical Analysis: Proficient in regression analysis, cluster analysis, time-series analysis, and hypothesis testing to drive informed decision-making.

Programming: Skilled in R, Python, Excel, VBA scripting, with expertise in libraries like pandas, NumPy, and scikit-learn.

Data Visualization: Experienced in Matplotlib, Seaborn, EXCEL graphs and currently self-teaching Tableau for impactful data visualizations.

Machine Learning: Knowledgeable in linear regression, K-nearest neighbors, and applying machine learning algorithms to real-world datasets.

Academics

Master of science (MSc) in Business intelligence   2020-2022
HEC Montreal, Canada

Bachelor of science in Economics   2013-2016
Université de Québec à Montréal, Canada

Research Projects

Thesis: *Detecting Coordinated Activities through OnlyFans' Tweets*   *2021-2022*
Mila Research Institute & HEC
- *Use of Graphs and unsupervised*
- *Manipulate BIG sets of Data (Twitter Data)*

Research paper based on my research: *Maricarmen Arenas, Pratheeksha Nair, Reihaneh Rabbany (Supervisor) and Golnoosh Farnadi (Supervisor)," Social Media as a Vector for Escort Ads: A Study on OnlyFans advertisements on Twitter", 15th ACM Web Science Conference 2023,* <u>https://dl.acm.org/doi/10.1145/3578503.3583609</u>

Professional experience

<u>Research Analyst – Student</u> (remote)   November 2020 - April 2022
Invest in Canada (IIC), Ottawa

Achievements
- Contributed to the FDI Tracker project, built through Databricks by building web crawlers and NLP algorithms.
- Contributed to Data Catalogue (use to do Datapoint updates on the Official INC website)
- Contributed to multiple FDI Sector Pamphlets

Tasks
- Assess companies' propensity to invest in Canada (using our in-house scoring model) by doing research on companies and economic sectors.
- Compute and understand Economic trends and share reports with Investor Services
- Interpret simple financial data related to a specific company.
- Handling multiple projects and management using Salesforce.
- Tools: Capital IQ, Pitchbook, D&B Hoover, StatCan, Official Reports, etc.

<u>Self-Employed</u>   February 2018-June 2020
MS EXCEL Freelancer, Montreal

- Offered tutoring for VBA, Excel, and SQL – helped students with their academic projects.
- Provided Consulting services for working individuals & providing solutions using EXCEL & VBA Macros

<u>Application Support Specialist</u>(contract)   May 2019 – January 2020
Onepoint (for BNP), Montreal

- UNIX environment
- Query data/information using SQL Oracle
- Read, wrote, and ran scripts (bash, shell, Python)
- Monitor Autosys (scheduler) and usage of ServiceNow.
- SSH encryption

<u>Operations Technician / Systems (Database Team)</u>   May 2018-May 2019
Jarislowsky, Fraser Limited, Montreal

Achievements
- Reorganised and improved dividend, index, and pricing processes
- Achieved between 80-100% automation using VBA, Bash, and "Advent" scripting.

Tasks
- Used Bloomberg Terminal (Terminal & API) daily.
- Use of VBA scripting, EXCEL formulas and SQL requests

<u>Research Associate, Database</u> (contract)   January 2017-June 2017
Evalueserve, Chile

Achievements
- Automated and improved 'Americas' pricing process and Corporate Action process using VBA and SQL databases.
- Created a macro to track Holidays and update the data in our system.

Tasks
- Conducted simple research using Reuters and Bloomberg Terminals
- Use of VBA scripting, EXCEL formulas and SQL requests

Technical advisor for iOS and macOS   June 2015- September 2016
The Minacs Group/Concentrix, Montreal

Executive assistant (contract)   July 2013- August 2013
Immigration, Refugees and Citizenship Canada, Montreal