Carmen Pelayo Fernandez

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EDUCATION

Boston University, Faculty of Computing and Data Sciences   Boston (MA), **Sept 2023 - May 2024**

Master of Science in Data Science

- Relevant Coursework: Machine Learning, Database Management Systems, Data Science Tools, AI Ethics.

Universidad Carlos III de Madrid   Madrid (Spain), **Sept 2018 - May 2022**

Bachelor of Science in Management and Technology, Minor in Economics

- Relevant Coursework: Artificial Intelligence, Information Systems, Financial Analysis, Microeconomics, Macroeconomics.

University of Wisconsin-Madison   Madison (WI), **Sept 2021 - May 2022**

Academic Exchange

- Relevant Coursework: Data Science Programming I and II, Business Analytics, Corporation Finance, Strategic Management.

PROGRAMMING PROJECTS

Automatic trading tool for ROI optimization in climate markets at kalshi.com   **Sept 2023**

- Applied machine learning models to predict minute temperatures from precipitation data.

- Built a multi-scenario tool to exchange contracts and maximize profits at kalshi.com in real time.

Location recommendation system for tech companies in Europe   **July 2023**

- Found the socioeconomic factors that determine business location decisions in the technology sector.

- Built a dynamic web application to deliver business location recommendations based on the user's input.

PROFESSIONAL EXPERIENCE

Avasant   Madrid (Spain), **April 2023 - August 2023**

Associate IT Strategy Consultant

- Evaluated and negotiated with workflow tool providers to help the client select the software that best fits their business needs.

- Assisted the client in the analysis and negotiation of multi-million IT- resources-offshoring contracts.

Deloitte Consulting   Madrid (Spain), **Sept 2022 - March 2023**

Enterprise Technology and Transformation Analyst

- Assisted in the migration of two Salesforce systems to a unified instance after a multinational corporate merger.

- Designed and implemented customer journeys in Salesforce Marketing Cloud and analyzed the resulting customer data.

INTERNSHIP EXPERIENCE

Spectrum Brands   Middleton (WI), **May 2021 - August 2022**

Enterprise Architect

- Analyzed the potential implementation of blockchain technologies in the organization's supply chain.

- Defined financial metrics to evaluate the economic impact of the Enterprise Architecture department in the organization.

Clever Ads   Madrid (Spain), **June 2020 - Sept 2020**

Product Manager

- Conducted market research to analyze the feasibility of launching a SEM optimization tool in the hospitality sector.

- Learned about SEO techniques to maximize revenue in Google Ads and other online marketing platforms.

SKILLS

Languages: Spanish (Native) and English (Fluent).

Technical Skills: Python, R, SQL, Git, C++, Excel, Power Point, Google Ads, Salesforce Marketing Cloud.

SCHOLARSHIPS AND CERTIFICATIONS

Merit Scholarship, Boston University Faculty of Computing and Data Sciences   **May 2023**

Salesforce Administrator Certification, Salesforce   **Jan 2023**

Introduction to Management Information Systems, EdX   **April 2021**

Google Ads Search and *Digital Marketing Certifications*, Google   **June 2020**

StartUp Yourself Scholarship, BBVA and AIESEC   **May 2019**