

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, Deep Learning, Reinforcement Learning, Cryptography, Database Management.

Universidad Carlos III de Madrid

Madrid (Spain), **Sept 2018 - May 2022**

Bachelor of Science in Management and Technology, Minor in Economics

- Relevant Coursework: Strategic Management, Financial Analysis, Information Systems, 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, Statistics.

DATA SCIENCE PROJECTS

Schneider Electric's "Cold-Start Challenge" (*winner at MIT's Energy & Climate Hackathon 2023*)

Nov 2023

Built an algorithm to predict energy consumption in buildings with minimal data. I implemented an autoML model for time series and identified the ExtraTreeRegressor as the most effective solution, with an R^2 accuracy of 83% in a dataset of >1.4M observations.

Study of the effect on well-being of remote work (*Boston University*)

In progress

Using statistical methods to research the physical, cognitive, and mental effects of a remote work environment on workers' well-being, using both quantitative (fitness-watch) and qualitative (survey) data from 70 subjects over a 6-month period.

Automatic trading tool for ROI optimization in climate markets at kalshi.com (*Boston University, A+*)

Sept 2023

Assembled 3 machine learning models with Python to predict temperatures based on 6 data sources. Was the only CS542 student to obtain minute predictions, which then fed a multi-scenario tool I built to exchange climate contracts in real time at kalshi.com.

Location recommendation system for tech companies in Europe (*Bachelor Thesis @ Universidad Carlos III, 10/10*)

July 2023

Built a dynamic [web application](#) to deliver business location recommendations based on the user's input (business size, industry, preferences, etc.). Gathered data on 22 socioeconomic factors from 242 regions in Europe to build a matching algorithm in Python.

PROFESSIONAL EXPERIENCE

Avasant - Associate IT Strategy Consultant

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

- Led the negotiation with workflow software providers for a major vaccine research and development NGO in the UK.

- Analyzed potential scenarios in the negotiation of a multi-million IT-offshoring contract for a major US healthcare provider.

Deloitte Consulting - Enterprise Technology and Transformation Analyst

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

- 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 - Enterprise Architect

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

- Researched the potential implementation of blockchain in the organization's supply chain. My findings escalated to the C-suit.

- Defined financial metrics to evaluate the economic impact of the Enterprise Architecture division in the business.

Clever Ads - Product Manager

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

- Researched the market to evaluate the feasibility of launching an 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++, Google Ads, Salesforce.

AWARDS 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 Certification, EdX

April 2021

Google Ads Search and Digital Marketing Certifications, Google

June 2020

StartUp Yourself Scholarship, BBVA and AIESEC

May 2019