

Carolina Brañas

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I am a data scientist, passionate about machine learning, network analysis, natural language processing, and geospatial data.

I have a keen interest in data visualization and its role in communicating insights effectively.

EXPERIENCE

Research Assistant, Data Science *University of Copenhagen, Denmark*

May 2024 – present

↔ Prof. Jeanet Bentzen

- Contributed to the **Shocking Religion** project on religion's economic impact.
- Built topic models to uncover thematic trends in text data.
- Created RAG-based LLM pipelines for document insights.
- Designed and containerized scalable data workflows; Handled large-scale data ingestion and preprocessing; Deployed solutions on cloud infrastructure (UCloud).
- Coordinated with a multidisciplinary research team.

Data Scientist *Above Sports, Denmark*

October 2023 – May 2024

- Automated data workflows to improve efficiency.
- Developed CV models for brand logo detection.
- Worked with product teams to refine output quality.
- Dockerized solutions for scalable and reproducible data workflows.

Marketing Strategist *Crescendo Collective, United States*

September 2021 – May 2022

- Analyzed campaign data via Google Analytics; Managed Google Ads reporting and strategy.
- Automated internal reporting with Python scripts.
- Conducted competitor analysis and benchmarks.
- Collaborated with data team for audience insights; Presented reports to stakeholders and clients.

EDUCATION

M.Sc. Social Data Science

2022 – 2024

University of Copenhagen, Denmark

Thesis: **Mobility and income segregation in Madrid, Spain.**

Elective Courses:

Advanced Machine Learning for Data Science (IT University of Copenhagen)

Geospatial Data Science (IT University of Copenhagen)

Advanced Network Science (IT University of Copenhagen)

Natural Language Processing (Department of Computer Science, DIKU)

B.Sc. Marketing, Computer Science Minor

2018 – 2022

Cardinal Stritch University, United States

Honours: Dean's List (2018–2022), Best Graduating GPA of Marketing B.Sc. (2022)

LANGUAGES

Spanish: Native

English: Professional Proficiency

Galician: Native

Portuguese: Beginner

SKILLS

Programming: Python (numpy, tensorflow, matplotlib, pytorch), SQL, Bash

ML & NLP: Transformers, Topic Modeling (umap, hdbscan, bertopic), Scikit-learn, Hugging Face

Geospatial: Geopandas, Rasterio, QGIS

Cloud / Tools: UCloud, Git, Docker, Linux, VSCode

AWARDS

Dean's List Achieved Dean's List every semester of B.Sc. for a GPA above 3.5 with at least 12 credits.	2018–2022
Best Graduating GPA of Marketing B.Sc. Graduated with the highest GPA in Marketing of class 2022.	2022
Academic and Athletic Grant Received a full scholarship for academic excellence and soccer performance over four years.	2018–2022