Carolina Brañas

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Data Scientist

I am a data scientist with hands-on experience building machine learning and NLP
models, designing scalable data workflows, and turning complex data into actionable
insights. My interests include machine learning, network analysis, natural language
processing, and geospatial data.

My recent work has involved building topic models and LLM-based pipelines for
large-scale text data, as well as developing reproducible data workflows for
interdisciplinary projects.

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 computer vision models for brand logo detection.
- Worked with product teams to refine output quality.
- Dockerized solutions for scalable and reproductible 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
Galician: Native
English: Professional Proficiency
Danish: Beginner

SKILLS

Programming & Data Processing: Python (pandas, numpy, matplotlib, tensorflow, pytorch, scikit-learn), SQL, Bash
Machine Learning & NLP: Transformers, Topic Modeling (UMAP, HDBSCAN, BERTopic), Hugging Face, Deep Learning, Predictive Modeling, Feature Engineering, Computer Vision
Data Visualization & Analysis: Matplotlib, Seaborn, Tableau, Power BI, Statistical Analysis, Data Wrangling
Geospatial: Geopandas, Rasterio, QGIS, Geospatial Analysis, Remote Sensing
Cloud & DevOps: Docker, Git, Linux, VSCode, AWS, UCloud, CI/CD

AWARDS

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