

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 computer vision 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. 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 & 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
Other Tools: Jupyter, Airflow, Agile Methodologies

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