Carolina Brañas

Date of birth: 25 Aug 2000 ✉ **Email address:** carobrasor@gmail.com

📍 **Home:** 2300 København S (Denmark)

ABOUT ME

Deeply passionate about the field of data science and analytics, particularly within the context of machine learning and network analysis to find relevant solutions to actual problems. My main fields of interest are urban mobility, environmental sustainability and art.

Relevant links:

https://www.linkedin.com/in/carolinabranas/
https://github.com/carobs9

DIGITAL SKILLS

Data Science Skills

Python / Network Science / NLP / Machine Learning / Data Science | Data Collection, Data Processing, Data Analysis, Data Visualisation

General Digital Skills

HTML And CSS / Social Media (Facebook, Twitter, Instagram, LinkedIn) / Google Tools (Google Analytics, Google Ads, Google Trends, Google Drive, Google Meet)

Relational

Team-work oriented

EDUCATION AND TRAINING

Master of Science in Social Data Science
University of Copenhagen [Sep 2022 – Current]

Address: Nørregade 10, 1165 København (Denmark) | **Website:** www.ku.dk

- machine learning
- deep learning
- Python proficiency
- NLP
- quali / quantitative analysis
- causal inference
- statistics

Bachelor of Science in Marketing
Cardinal Stritch University [Aug 2018 – May 2022]

Address: 6801 N. Yates Road, 53217 Milwaukee (United States) | **Final grade:** Magna Cum Laude, 3.8/4.0 GPA, Highest final major GPA, Dean's List in every semester.

- marketing
- data analysis

- social media marketing
- statistics
- management
- data visualization

Computer Science Minor

Cardinal Srtritch University [Aug 2018 – May 2022]

Address: 6801 N. Yates Road , 53217 Miwaukee (United States) | **Website:** www.stritch.edu | **Field(s) of study:** Information and Communication Technologies | **Final grade:** Magna Cum Laude

- digital logic, computer arithmetic, data representation, caches, and computer memory
- introduction to data mining tools, process and issues
- object oriented programming in Java
- UX and webpage design
- usage of Java, JavaScript, HTML, CSS and Python

WORK EXPERIENCE

Research Assistant

University of Copenhagen, Department of Economics [15 May 2024 – Current]

City: København | **Country:** Denmark

Working along a team of researchers for the project "Shocking Religion", which examines the impact of religion on economic factors using shocks to religion as natural experiments.

Some of my tasks comprise:
- gathering large unstructured data using different methods such as web scraping or document data extraction, or by structuring existing digitized data,
- cleaning, merging, and visualizing these data,
- analyzing these data using machine learning tools (like Natural Language Processing and network analysis)
- building, debugging and improving machine learning models for prediction tasks.

Data analyst

Above Sports [Oct 2023 – Current]

City: Copenhagen | **Country:** Denmark

- Supported the data team in many ad hoc tasks, like process automation and data labelling

Digital Marketing Strategy Intern

Crescendo Collective LLC [Dec 2021 – May 2022]

City: Milwaukee | **Country:** United States

- Worked as a digital marketing intern along with the strategy team for Crescendo Collective.
- Performed data analysis based on data from Google Analytics and Google Ads for clients, delivering detailed reports based on the findings.
- Delivered internal and external research for the organization, such as competitors' analysis.
- Developed page audits for the clients, as well as speed audits and research-based audits.

Student Ambassador

Cardinal Stritch University [Sep 2020 – Nov 2021]

City: Milwaukee | **Country:** United States

- Worked face to face with future clients and visitors
- Assisted admissions workers with main admissions events and fairs
- Performed tours throughout the college campus for potential future students
- Actively participated in admissions events and the whole admissions process for future students

Dishwasher

Kiin Kiin [1 Feb 2023 – 1 Jul 2023]

City: Copenhagen | **Country:** Denmark

Volunteering

Distortion [2023]

City: Copenhagen | **Country:** Denmark

- Volunteered in the Copenhagen Distortion festival, helping set up bars and infrastructure for the event and delivering customer service
- After the set up, I delivered drinks and food to the festival participants

Volunteering

Urban Ecology Center [10 Oct 2021 – 10 Oct 2021]

City: Milwaukee | **Country:** United States

- Volunteered with the Urban Ecology Center for tree repopulation in the Menomonee Valley area

LANGUAGE SKILLS

Mother tongue(s): Spanish | Galician

Other language(s):

English

LISTENING C1 **READING** C1 **WRITING** C1

SPOKEN PRODUCTION C1 **SPOKEN INTERACTION** C1

Danish

LISTENING A1 **READING** A1 **WRITING** A1

SPOKEN PRODUCTION A1 **SPOKEN INTERACTION** A1

Portuguese

LISTENING B2 **READING** B2

SPOKEN PRODUCTION A1 **SPOKEN INTERACTION** A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

HONOURS AND AWARDS

Chicagoland Collegiate Athletics Conference (CCAC)

Soccer Honours and Awards

- 2018 CCAC Conference Tournament Champion
- 2018 NAIA National Tournament Sweet Sixteen Appearance

Cardinal Stritch University

Best Graduating GPA of Marketing Bachelor (2022 class) Granted with the best graduating GPA (3.8/4.0) of the Bachelor of Science in Marketing of the 2022 class at the time of graduation.

Cardinal Stritch University

Dean's List Achieved Dean's List in every semester of my bachelors degree (Spring and Fall, 2018, 2019, 2020, 2021)
The Dean's List is comprised of a select group of students who have carried at least 12 credits and achieved a grade point average of 3.5 or above during a specific semester.