carolinabrañas

data scientist

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languages

spanish & galician:
mother tongue
english: fluent
portuguese: beginner

programming languages

Python
SQL
HTML
CSS
LaTex

data science skills

version control (Git)
machine learning
data collection
data visualization
NLP
network science
geospatial data
artificial intelligence

relational skills

team-work oriented
communicative
critical thinking

about me

Data scientist particularly interested in the fields of machine learning, network analysis, natural language processing and urban mobility.
Eager to use these tools to find relevant solutions to actual problems.

EDUCATION

2022–2025 **Masters** of Social Data Science   The University of Copenhagen, Denmark
Thesis *Mobility and Income Segregation in Madrid, Spain.*
This thesis explores the relationship between income inequality and urban mobility in the city of Madrid.
Elective courses
- Advanced Machine Learning - IT University of Copenhagen
- Advanced Network Science - IT University of Copenhagen
- Geospatial Data Science - IT University of Copenhagen
- Natural Language Processing - Computer Science Department, University of Copenhagen (DIKU)

2018–2022 **Bachelor** of Business   Cardinal Stritch University, United States
Specialization in Marketing
Competences
- Micro - macro economics
- Statistics
- Econometrics and finance
- Marketing

2018–2022 **Minor** of Computer Science   Cardinal Stritch University, United States
Competences
- Programming languages: HTML, CSS, JavaScript
- Computer architecture
- Introduction to data mining tools, processes and issues
- UX and webpage design

EXPERIENCE

Part Time

2025–Now   **University of Copenhagen, Economics Department**   Copenhagen, Denmark
Research Assistant in Data Science
Continued 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.

- Worked collaboratively into building, finetuning and deploying Transformer models for classification tasks
- Developed advanced topic modelling techniques (mainly Transformer models) to analyze textual data from religious non-profit organizations. This project included building preprocessing pipelines, model training, evaluation and visualization
- Gathered, processed, and performed time-series analysis on county level U.S. data, covering several economic factors (GDP, population, public spending, poverty rates, etc.)
- Integrated geospatial raster and polygon data to assess and visualize earthquake exposure across global regions

2023–2024   **Above Sports**   Copenhagen, Denmark
Data Analyst
Worked as a data analyst in Above Sports, a sponsorship measuring platform.
- Worked collaboratively with the data science team to improve processes automation and overall product performance
- Built automation pipelines for machine learning tasks.
- Built computer vision machine learning models to improve the company's logo detection tool

Paid Internships and Student Jobs

2024–2025   **University of Copenhagen, Economics Department**   Copenhagen, Denmark
Research Assistant
Collaborated 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.

2021–2022   **Crescendo Collective LLC**   Milwaukee, United States
Marketing Strategist
Joined the digital marketing strategy team at Crescendo Collective, a global digital transformation and creative marketing agency.

- Performed data analysis using Google Analytics and Google Ads data for clients, delivering detailed reports based on the findings
- Delivered internal and external research for the organization, such as competitors' analysis and performance reports
- Developed page audits for the clients, as well as speed audits and research-based audits
- Worked with the data team on internal processes' automation pipelines

2020–2021   **Cardinal Stritch University**   Milwaukee, United States
Student Ambassador
Joined the digital marketing strategy team at Crescendo Collective, a global digital transformation and creative marketing agency.

- 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

Volunteering

| 2023 | **Distortion Festival** | Copenhagen, Denmark |

- Helped set up bars and infrastructure for the event and delivering customer service
- Delivered drinks and food to the festival participants

| 2021 | **Urban Ecology Center** | Milwaukee, United States |

Helped on tree repopulation tasks in the Menomonee Valley area.

AWARDS

| 2018 | **Soccer and Educational Grant** | Cardinal Stritch University |

Awarded an academic and athletic scholarship for outstanding academic performance and soccer achievements to cover four years of bachelor's education, demonstrating discipline, teamwork, and commitment both in education and sports.

| 2018–2022 | **Dean's List** | Cardinal Stritch University |

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.

| 2022 | **Best Graduating GPA of Business Bachelor (Marketing specialization)** | Cardinal Stritch University |

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

| 2018 | **CCAC Conference Tournament Champion** | Chicagoland Collegiate Athletics Conference (CCAC) |

| 2018 | **2018 NAIA National Tournament Sweet Sixteen Appearance** | Chicagoland Collegiate Athletics Conference (CCAC) |

INTERESTS

professional: data science, website creation, mobility and urban planning, geospatial data, marketing **personal:** sports, nature