Cedric Vicera

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SUMMARY

Experienced Data Scientist driving product insights and user behavior analysis. Success in increasing engagement metrics while translating data into actionable growth strategies. Well versed in experimental design and product analytics.

PROFESSIONAL EXPERIENCE

Data Scientist
Jan 2023 – Dec 2024

CVS Health
Boston, MA

- Optimized underperforming vaccination outreach campaigns serving 2M+ patients by designing and executing 15+ systematic A/B tests on SMS messaging, doubling conversion rates from 1.5% to 3.0% over 8-month period.
- Monitored campaign performance across 55M+ customer touchpoints, implementing data-driven optimization strategies to maximize engagement and drive desired customer actions across diverse audience segments.
- Conducted end-to-end customer behavior analysis using Python and SQL to identify and implement 5 high-impact engagement tactics, resulting in 3x improvement in customer conversion rates.
- Built automated analytics dashboards and reporting workflows, reducing manual reporting effort by 50% and enabling real-time product performance monitoring while saving 4 hours weekly for strategic analysis.
- Collaborated cross-functionally with data engineers and product managers to align growth strategies with technical requirements, while presenting actionable insights to stakeholders across varying technical backgrounds.

Data Science Intern
Jun 2022 – Aug 2022

CVS Health
Boston, MA

- Built tree-based uplift model using patient engagement data to identify optimal flu vaccination outreach timing, conducting feature engineering and model validation to establish proof-of-concept for personalized messaging.
- Researched patient personalization in the retail pharmacy environment, analyzing customer data patterns and engagement metrics to understand the intersection of healthcare outcomes and customer experience optimization.

Biostatistics Research Intern
Jun 2021 – Aug 2021

St. Jude Children's Research Hospital
Remote

- Implemented advanced statistical modeling to identify key variable relationships driving outcome optimization, demonstrating proficiency in complex multivariate analysis.
- Conducted comprehensive hypothesis testing and presented findings to stakeholders, including detailed methodology documentation for reproducible analysis workflows.

TECHNICAL SKILLS

Languages Python, SQL, R
Statistical Methods A/B Testing, Hypothesis Testing, Linear Regression, Logistic Regression, Random Forest
Libraries & Tools PySpark, Scikit-learn, Pandas, NumPy, Matplotlib, Plotly, Git
Platforms Azure (Databricks, MLflow), Snowflake, Excel, Jupyter, Airflow, Tableau

EDUCATION

University of Pennsylvania
Master's in Computer Science (MCIT)

University of Arizona
Bachelor of Arts