

# Cedric Vicera

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## SUMMARY

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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

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### Data Scientist

Jan 2023 – Dec 2024

*CVS Health*

*Boston, MA*

- Drove continuous optimization of outreach campaign performance through systematic A/B testing and rapid iteration of SMS verbiages, doubling vaccination rates from 1.5% to 3.0%.
- Monitored and supported successful delivery of 36M Flu and 19M COVID vaccinations across the retail pharmacy patient population.
- Conducted end-to-end data analysis using Python and SQL to identify and implement 5 high-impact outreach tactics, resulting in 3x improvement in patient vaccination rates.
- Led automation of measurement and reporting workflows, reducing manual reporting effort by 50% and saving 4 hours weekly.
- Partnered with data engineers and product team to align campaign strategies with data infrastructure requirements while delivering presentations on analytics products for audiences at a mixed technical level.

### Data Science Intern

Jun 2022 – Aug 2022

*CVS Health*

*Boston, MA*

- Developed uplift model to predict the best time of day to outreach patients and increase patient Flu vaccination rates.
- Contributed to patient personalization initiatives in retail pharmacy setting through data-driven insights.

### Biostatistics Research Intern

Jun 2021 – Aug 2021

*St. Jude Children's Research Hospital*

*Remote*

- Implemented linear mixed-effects model to identify 3 key bacteria species pairs correlated with post-treatment BMI outcomes.
- Conducted comprehensive hypothesis testing and presented findings in research seminar, including manuscript preparation detailing methodology and results.

## TECHNICAL SKILLS

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**Languages** Python, SQL, R

**Data Science** A/B Testing, Hypothesis Testing, Linear Regression, Logistic Regression, Random Forest

**Libraries** Scikit-learn, PySpark, Pandas, NumPy, Matplotlib

**Platforms** Azure (Databricks, MLflow), Snowflake, Jupyter, Airflow

## EDUCATION

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### University of Pennsylvania

*Master's in Computer Science (MCIT)*

### University of Arizona

*Bachelor of Arts*