

Cedric Vicera

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SUMMARY

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

PROFESSIONAL EXPERIENCE

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

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

University of Pennsylvania

Master's in Computer Science (MCIT)

University of Arizona

Bachelor of Arts