

Cedric Vicera

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SUMMARY

Data scientist with 2+ years of experience driving product insights and user behavior analysis. Success in optimizing user engagement metrics and building automated data pipelines while translating data into actionable growth strategies.

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, enabling personalized outreach based on detailed analysis of user engagement patterns.

Data Science Intern

Jun 2022 – Aug 2022

CVS Health

Boston, MA

- Developed time-of-day uplift model to optimize Flu SMS outreach timing and improve patient response 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, Regression (Linear, Logistic), Classification (Random Forest)

Libraries Scikit-learn, Pandas, NumPy, Matplotlib

Platforms Databricks, Snowflake, Jupyter, Airflow

EDUCATION

University of Pennsylvania

Master's in Computer Science (MCIT)

University of Arizona

Bachelor of Arts (with Honors)