

Cedric Vicera

(480) 282-1442 | cedric@cedricvicera.com | [linkedin.com/in/cedricvicera](https://www.linkedin.com/in/cedricvicera) | New York, NY 10033

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

- Improved vaccination outreach effectiveness by developing LightGBM model with 20% F1 score improvement, enabling successful delivery of 36M Flu and 19M COVID vaccinations.
- Led 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.
- Spearheaded automation of measurement and reporting workflows, reducing manual reporting effort by 50% through implementation of automated data pipelines.
- Drove continuous optimization of campaign performance through systematic A/B testing and rapid iteration of solutions.
- Collaborated cross-functionally with data engineers and business stakeholders to align campaign strategies with data infrastructure requirements.

Data Science Intern Jun 2022 – Aug 2022
CVS Health Boston, MA

- Developed and implemented 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

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)