

# Cedric Vicera

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## SUMMARY

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Data scientist with 2+ years of experience driving product insights and user behavior analysis through advanced analytics. Demonstrated track record of optimizing user engagement metrics and building automated data pipelines. Skilled at translating complex product data into actionable growth strategies and feature recommendations.

## PROFESSIONAL EXPERIENCE

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### Data Scientist

Jan 2023 – Dec 2024

*CVS Health*

- Collected, organized, and interpreted large-scale retail pharmacy data to support strategic immunization outreach efforts, including campaigns that delivered 36M Flu and 19M COVID vaccinations.
- Improved F1 score by 20% through feature engineering using a LightGBM model, enabling more successful patient outreach.
- Collaborated cross-functionally with data engineers and business stakeholders to define project roadmaps, ensuring alignment of campaign strategies and data infrastructure.
- Led exploratory data analysis using Python and SQL to identify 5 high-impact outreach tactics, resulting in 3x improvement in patient vaccination rates.
- Spearheaded the automation of measurement and reporting workflows, reducing manual reporting efforts by up to 50%.
- Drove execution of data exploration and campaign monitoring with fast iteration to maximize impact, continuously refining solutions based on A/B testing.

### Data Science Intern

Jun – Aug 2022

*CVS Health*

- Developed time of day uplift model to prioritize patients for Flu SMS outreach.
- Learned about patient personalization efforts in the retail pharmacy setting.

### Biostatistics Research Intern

Jun – Aug 2021

*St. Jude Children's Research Hospital*

- Implemented a linear mixed-effects model to identify 3 bacteria species pairs correlated with elevated post-treatment BMI.
- Conducted hypothesis testing and presented results in a research seminar and wrote a manuscript detailing project methods and discussion.

### Undergraduate Research Assistant

Aug 2018 – May 2020

*University of Arizona*

- Extracted critical care telemedicine data to analyze failure rates and temporal differences between noninvasive ventilation strategies of 10K patients.
- Applied logistic regression to show that NIPPV patients have an increase of 16.8% in mortality compared to HFNI patients, who carry a 6.6% increase in mortality.

## TECHNICAL SKILLS

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**Languages** Python, SQL, R

**Data Science** scikit-learn, A/B Testing, Hypothesis Testing, Regression, Random Forest, Feature Engineering

**Tools** Databricks, Snowflake, Jupyter, Airflow

## EDUCATION

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### University of Pennsylvania

*Master of Computer and Information Technology*

### University of Arizona

*Bachelor of Arts (with Honors)*