Cedric Vicera

(480) 282-1442 | cedric@cedricvicera.com | 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 increasing 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 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