

Cedric Vicera

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SUMMARY

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

Data Scientist

Jan 2023 – Dec 2024

CVS Health

Boston, MA

- 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.
- 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.
- Collaborated cross-functionally with data engineers and business stakeholders to define project roadmaps, ensuring alignment of campaign strategies and data infrastructure.

Data Science Intern

Jun 2022 – Aug 2022

CVS Health

Boston, MA

- 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 2021 – Aug 2021

St. Jude Children's Research Hospital

Remote

- 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.

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 of Computer and Information Technology

University of Arizona

Bachelor of Arts (with Honors)