

Manuel Romo de Vivar

Mathematician, Computer Scientist & Artist

#DataAnalysis #BIAanalysis #Python, SQL, Tableau

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SUMMARY

Data-driven Mathematician and Computer Scientist with expertise in analysis and programming seeking to transition into Data Science. Proven experience in Python, Excel and Tableau for Marketing analysis, finding KPI's, reporting, and implementing SEO strategies. With a background in teaching, content creation, and research, I possess exceptional communication skills, allowing me to communicate complex ideas in a simple manner. My long-term projects have to do with helping through data, social networks, and marketing analysis to achieve growth; so I will not only be working for you, but to achieve my future goals.

TRANSFERABLE SKILLS

Here's a few things I can bring to the table:

- **Research:** Reporting, self-learning & problem solving.
- **Teacher:** Communicate complex ideas in a simple manner & providing guidance to new team members.
- **Remote Team Collaboration:** 3 Years of Teamwork experience with cross-functional teams.
- **Content Creation & Authorship:** Instructional design, manual design.
- **Validator & Recording Engineer:** Attention to detail and accurate tracking.
- **Actor & Student of the Spoken Word:** Efficient communication, storytelling & presenting.

RELEVANT SKILLS

Technical

- **Data Analytics:** ETL, Cleaning, Wrangling, Visualization
- **Statistics:** Inferential and Descriptive Statistics, Regression

Software

- **Proficient:** Python, SQL, Tableau, Git, Excel, Google Sheets, L^AT_EX
- **Familiar with:** C/C++, Bash, Google BigQuery, Linux

Libraries

- Pandas, Pymysql, Matplotlib, Statsmodels

PROJECTS

Current Project: Social Media Analytics Automation | *Python, Pandas, Google API Libraries, YouTube Analytics*

- Goal: Use Google APIs to gather Channel data and extract comprehensive tailored insights surpassing YouTube Analytics capabilities.
- Implement streamlined automation for generating monthly reports, empowering data-driven decisions on growth, engagement, SEO, and sentiment analysis.

Mixkit (Envato) - Growth Potential, SEO and Mini Audit: | *EDA, Python, Pandas, Matplotlib, Requests*

- Analyzed 10 countries' markets to improve SEO and recommended competitive keywords for A/B testing.
- Detected trends and identified new categories to attract users through data-driven strategies.

Marketing Campaign Results | *ETL, Tableau Dashboard, SQL, Python, Pandas*

- Analyzed customer behavior from 2,240 profiles and provided insights to optimize marketing strategies.
- Developed an ETL pipeline in Python and presented findings through a Tableau dashboard, enhancing decision-making processes.

EDUCATION

M.S. in Computer Science

Université Paris-Saclay

Paris, Fr

Sep. 2016 – July 2018

Relevant Coursework: · Topological Data Analysis · Computer Graphics and Visualization · Concurrency
· Distributed Computing · Algorithms in Graphs · Computational Geometry · Logic: Artificial Intelligence

B.S. in Physics and Mathematical Sciences

Universidad Michoacana de San Nicolás de Hidalgo

Morelia, Mx

Sep. 2010 – Dec. 2015

CONTINUING EDUCATION

Bootcamp @Udemy - 365 Careers

The Business Intelligence Analyst Course 2022

Online

Dec. 2022

Course @Udemy - Stephane Maarek

AWS - Solutions Architect Associate SAA-C03

Online

Currently Learning