

# Manuel Romo de Vivar

Mathematician, Computer Scientist & Artist

#DataAnalysis #BIAnalysis #Python, SQL, Tableau

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## EXPERIENCE: FREELANCE & SELF RESEARCH

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Click to get more details. The rest of my projects are available [here](#).

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

- Want to learn more about it? Feel free to reach out, and let's discuss. Looking forward to talk to you!

**Proper Business Solutions - Insights for an Internet Service Provider:** | *EDA, Excel, Reporting, Dashboard*

- Found and fixed billing errors that could overcharge 73,304 Quetzales or \$9.5k yearly, protecting the consultancy's reputation and avoiding legal issues.
- Detected Popular sectors, profitable clients, key services, and employee productivity, leading to strategic recommendations for business enhancement.

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

- Reviewed 50,000 organic keywords across the top 10 geos, providing insights into keyword performance and associated URLs.
- Segmented geographic traffic, applied conversion rates, and projected potential growth. Achieved a nearly 13% increase in overall conversions through traffic optimization.

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

- Analyzed customer behavior and trends from 2,240 profiles and provided insights to optimize marketing strategies.
- Found an opportunity for growth in the Mexican market and recommended a data-driven strategy to pursue it.

## SKILLS

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### Technical

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

### Software

- **Proficient:** Python, SQL, Tableau, Git, Excel, Google Sheets, PowerPoint  $\text{\LaTeX}$
- **Familiar with:** C/C++, Bash, Google BigQuery, Linux

### Libraries

- Pandas, Pymysql, Matplotlib, Statsmodels

## TRANSFERABLE SKILLS

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For more details on my previous roles, click [here](#).

- **Research:** 5 internships - Reporting, self-learning & problem solving.
- **Teacher:** 5 years - Communicate complex ideas in a simple manner, providing guidance.
- **Remote Team Collaboration:** 3 years - remote Teamwork experience with cross-functional teams.
- **Content Creation & Authorship:** 2 years - Instructional design, manual design.
- **Validator & Recording Engineer:** 3 years - Attention to detail and accurate tracking.
- **Actor & Student of the Spoken Word:** 2 years - Efficient communication, storytelling & presenting.
- **Divulgateion:** More than 10 events taught - non-technical explanation.

## EDUCATION AND RELEVANT COURSEWORK

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### M.S. in Computer Science

Paris, Fr

*Université Paris-Saclay*

*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

Morelia, Mx

*Universidad Michoacana de San Nicolás de Hidalgo*

*Sep. 2010 – Dec. 2015*

Relevant Coursework: · Statistics · Probability · Databases · Programming Languages · Algorithms · Logics  
· Computational Geometry · Game Theory · Graphs, Networks and Algorithms

## CONTINUING EDUCATION

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### Online

*The Business Intelligence Analyst Course 2022 - 365 Careers*

*Udemy*

### Currently Learning

*AWS - Solutions Architect Associate SAA-C03 - Stephane Maarek*

*Udemy*