Eduardo Montes de Oca

✉ eamdeoca@gmail.com   in www.linkedin.com/in/edumontesdeoca   (+34)📞 629247704

Education

2020-2021: University of Exeter - MSc Applied Data Science and Statistics

- Predicted Mark: **Distinction**.
- Working with Data, Advanced Topics in Statistics, Data Science and Statistical Modelling in Space and Time, Data Governance and Ethics.

2016-2020: University of Exeter - BSc Economics

- Achieved **First Class Honors** (1:1).
- Modules included: Microeconomics, Macroeconomics, Econometrics, Game Theory, and Asset Pricing.

2011-2016: American School of Barcelona

- Graduated from IB Diploma program (37/45).
    - Mathematics, Economics, and Physics at Higher Level.
    - Academic Excellence Award in Physics and Economics.

Experience

May 2019 – September 2019: Marketing at adidas: Paris, FR

- Designed and implemented marketing and operational processes for new adidas startup accelerator program 'Platform A' based in Station F, the world's largest startup campus.
- Provided end-to-end support in the sourcing and selection process of new batches of startups, including leading deal-flow sessions with potential candidates.
- Developed onboarding procedure for over 12 new startups joining the program.

August 2018 – April 2019: Digital Experience Analytics Intern at adidas: Amsterdam, NL

- Utilized Adobe Analytics to generate insights, perform clickstream analysis, and create powerful business stories supported by data.
- Quantified potential opportunities through KPI improvement hypotheses.
    - Established business cases for core development backlog items.
- Used digital analytics tools such as Clicktale and Medallia to leverage consumer data in order to identify core improvement areas on adidas.com.
    - Supported post mortem impact assessment for implemented improvements by analyzing A/B test results.
- Developed insight on header navigation sized at 5.2M€ uplift annually; currently in the backlog for implementation.

June 2014 – August 2017: Subway: Barcelona, Spain

- Improved communication skills as overcoming the language barrier was a crucial part of my everyday tasks.
- Developed a probabilistic model that determined optimal bread quantity to be ordered weekly in order to minimize costs:
    - Since first implemented, it has saved an average of €5.17 per week over a 2-year period.

Additional Skills and Interests

- Languages: English (Native), Spanish (Native), Catalan (Conversational), French (Elementary).
- Programming: Python, R, HTML/CSS (Elementary), SQL