

Fernando Borrero Granell

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PROFESSIONAL SUMMARY

Experienced Data Scientist with a proven track record in marketing analytics. Skilled in building machine learning models, conducting statistical analyses, and applying data-driven insights. Proficient in Python, R, SQL, cloud platforms (Google Cloud Console, Azure). Motivated by using data to solve business problems.

PROFESSIONAL EXPERIENCE

DATA SCIENTIST CONSULTANT

JAKALA | MADRID, SPAIN | APRIL 2023 - PRESENT

- Applied Market Mix Modeling and Multi-Touch Attribution for marketing performance optimization.
- Developed machine learning models to optimize discounts, maximizing CTR and revenue.
- Measured loyalty measurement campaigns, including control group design and revenue impact analysis.
- Developed a model to find ideal weights for scoring users/URLs, enhancing decision-making processes.
- Implemented customer clustering techniques to enhance targeted marketing strategies.

PORTFOLIO

- **510 SPECIES CLASSIFICATION** <https://fbgranell.com/projects/species-classifier/>
Convolutional neural network that visually detects up to 510 bird species with an accuracy of 0.93
- **XGBOOST FOR CAR PRICING** <https://fbgranell.com/projects/car-price-model/>
Developed a machine learning model powered by XGBoost with an R2-test score of 0.92.
- **FINANCIAL FRAUD DETECTOR** https://fbgranell.com/projects/fraud_detector/
Developed machine learning models that detect financial fraud with a F1 score of up to 0.9.
- **SPOTIFY RECOMMENDER SYSTEM** https://fbgranell.com/projects/song_recommender/
Conceived a song recommender by clustering over 60.000 songs with similar audio features.

ASTROPHYSICS SUMMER INTERNSHIP, UNIVERSITY OF OXFORD

OXFORD, UNITED KINGDOM (JULY 2019- SEPTEMBER 2019)

EDUCATION

- IRONHACK (SEPTEMBER 2022 – NOVEMBER 2022) | MADRID, SPAIN
Full Time Data Analytics Bootcamp
 - Data Analysis using Python (Pandas, NumPy) & MySQL.
 - Data Visualization (Tableau, Plotly & Seaborn).
 - Build, Evaluate & Deploy Machine Learning Models and Pipelines (Scikit-learn).
 - Inferential Statistics in Python & Business Intelligence.
 - Data Wrangling, Data Cleaning, API & Web Scraping.
- UNIVERSITY OF SEVILLE (2017 – 2021) | SEVILLE, SPAIN
Completed 3/4 years towards a degree in Physics

LANGUAGES

- **Spanish (Native)**
- **English (Advanced)**. Official CAE/C1 at Cambridge English Qualifications (Seville, 2019)

SKILLS

Python | R | SQL | APIs | Web Scraping | Marketing Mix Modelling | Tableau | Machine Learning | Deep Learning | MATLAB | Google Cloud Console | BigQuery | Azure | Loyalty Measurement | Customer Segmentation | Statistics |