GABRIEL MARTIN C. HERRERA-LIM

South Bend, IN 46617 · (574) 386-2562 · gcherreralim@alumni.nd.edu · linkedin.com/in/gabrielherreralim

EDUCATION

UNIVERSITY OF NOTRE DAME Notre Dame, IN
Master of Science in Business Analytics, *MSBA Fellow* May 2020
GPA: 3.934/4.00, *Magna cum Laude*
MSBA Student Association (Council Member: Director of Academic Affairs & Secretary)

UNIVERSITY OF THE PHILIPPINES DILIMAN Quezon City, PH
Bachelor of Science in Business Administration June 2018
GPA: 1.4167/1.00 (WES Converted: 3.72/4.00), *Magna cum Laude*

UNIVERSITY OF BRITISH COLUMBIA Vancouver, CA
Vancouver Summer Program Delegate: International Marketing, Org. Behavior August 2016

PROFESSIONAL EXPERIENCE

COBENA BUSINESS ANALYTICS & STRATEGY Taguig City, PH
Business and Data Analytics Intern April 2019 – July 2019
- Aided in 4 analytics and consulting projects for various industries, including: full dashboard development and implementation for a government agency, automation and digital transformation recommendations for a multinational client in the consumer goods industry, sales data analysis for a pharmaceutical company, and a digital marketing campaign for a technology company
- Organized an internal Lean Six Sigma certification program, leading to 100% certification across company departments

L'ORÉAL PHILIPPINES, INC. Pasig City, PH
Marketing Intern – Kiehl's, L'Oréal Luxe Division May 2017 – August 2017
- Conducted retail analysis and developed campaigns and creative materials, advancing timeline by 2 weeks

PROJECT EXPERIENCE

UNIVERSITY OF NOTRE DAME February 2020 – Present
Graduate Research Assistant
- Developing an automated dashboard for a university athletics team, using Shiny and R to extract, manipulate, and display Division I box score/advanced statistics from NatStat to aid in team/player evaluation, development, and scouting

Analytics Projects
- Used Linear Discriminant Analysis and Model-based clustering to group NBA players from the last decade into modern-day "positions" based on play styles, efficiency, and tendencies to aid in lineup-and team-building
- Ran and documented a statistical analysis of basketball's "Greatest of All Time" argument, using categorical data analysis, linear, logistic regression, and mixed models with R for specific statistics to compare 3 players considered as frontrunners
- Performed sentiment analysis and topic modeling with R on NBA Finals post-game interviews
- Analyzed flight data with Python to determine optimal locations for flying in, flying out, taxiing, and other measures
- Ran text analysis on WWE earnings calls and analyzed results compared with corresponding trading/market prices

LEADERSHIP & SERVICE

UP JUNIOR MARKETING ASSOCIATION Quezon City, PH
President (Member, 2014-2018) June 2017 – June 2018
- Officially represented and oversaw a membership base of approximately 370 members - streamlining several internal systems, supervised 5 base committees and 8 ad hoc committees, and increased member involvement by 30%
- Co-headed program providing 40 underprivileged children with holistic academic and social development opportunities
Awarded the Villar Sipag Organizational Leadership Award for academic year 2017-2018

COMPETITIONS

Participation in the following national competitions/conferences:
- Procter & Gamble Marketing Masters Bootcamp 2018 (Delegate)
- 18th PANAnaw IMC Students Competition (National Champion, School Representative Team of 12)
- L'Oréal Brandstorm 2017 (2nd Runner Up, National Finalist)

TECHNICAL SKILLS

Proficient in R, Python, SQL, Tableau, Power BI, Adobe CC (Photoshop, Illustrator), Excel VBA, MS Office (Powerpoint)