

Eduardo Geovany Rodríguez González

gio_rdz.27@hotmail.com | +52 444-432-67-37
San Luis Potosí, Mexico | [LinkedIn](#)

EDUCATION

Master of Science, Data Science <i>The University of Texas at Austin</i>	Aug 2024 <i>Online</i>
B.S In Industrial Engineering with Minor in Systems Engineering <i>Tecnológico de Monterrey</i>	Aug 2013 - May 2018 <i>San Luis Potosí, MX.</i>
Business Administration (Exchange program) <i>HEC Montreal</i>	Aug 2017 – Jan 2018 <i>Montreal, CA.</i>

SKILLS

- Data Analysis:** SQL, Python (Pandas, NumPy, Matplotlib)
- Data Visualization:** Microsoft Power BI & Tableau.
- Statistical Analysis:** Hypothesis Testing, Regression Analysis, ANOVA.
- Marketing Analytics:** Google Analytics, Facebook Ads Manager, A/B Testing.
- Project Management:** CAPM Certified.
- Communication:** Toastmasters Certified, Data Presentation, Stakeholder Management.

PROFESSIONAL EXPERIENCE

Foreverfull & Acala Skin <i>CEO AND CO-FOUNDER</i>	Aug 2020 - Present <i>San Luis Potosí, MX.</i>
<ul style="list-style-type: none">Developed data-driven strategies to optimize operations, enhance customer experience, and drive revenue growth (\$500,000 USD for Foreverfull and \$100,000 USD for Acala Skin).Directed the optimization of marketing campaigns through data analysis and experimentation, achieving a 20% annual ROI increase and an 8% improvement in customer engagement in the first year of operations.Oversaw inventory management and utilized data analysis for demand forecasting, leading to optimized inventory levels and reduced total costs by 10%.	
General Motors <i>PROJECT LAUNCH ENGINEER</i>	Mar 2018 - Jan 2021 <i>San Luis Potosí, MX.</i>
<ul style="list-style-type: none">Implemented data-driven strategies to enhance Increased production capacity from 96 to 108 jobs per hour across 20 assembly lines, ensuring timely delivery of Run @ Rates and Launch deliverables.Led the launch of new machining models for GEM transmission, ensuring compliance with PPAP documentation including Control Plan, PFMEA, R&R, SPC, and Standardized Instruction Sheets.Applied statistical analysis to achieve an 80% reduction in changeover times across 24 production lines.	

DATA ANALYSIS PROJECTS

Acala Skin <i>FACEBOOK ADS OPTIMIZATION FOR E-COMMERCE</i>	Nov 23
<ul style="list-style-type: none">Utilized Python to collect Facebook Ads data, including ad impressions, clicks, conversions, demographic information, and ad spend and employed SQL for data preprocessing, cleaning, and structuring.Conducted exploratory analysis using Python libraries such as pandas and matplotlib to analyze campaign performance metrics like click-through rate (CTR), conversion rate, cost per click (CPC), and return on ad spend (ROAS).Analyzed the effectiveness of different ad creatives, copywriting styles, and calls-to-action (CTAs) using Python for statistical analysis. Identified top-performing ad elements and areas for improvement.Developed a Power Bi dashboard for tracking key performance indicators (KPIs) and monitoring campaign performance.	
Acala Skin <i>CUSTOMER SALES ANALYSIS</i>	June 23
<ul style="list-style-type: none">Utilized SQL to extract data from Shopify customer sales databases using JOIN and VIEW.Transformed and filtered data by using aggregating and filtering function to improve reporting process.Loaded and visualized data with Python to identify key business intelligences that can improve sales performance.	