

GERALDO UNO KRANENBURG

Junior Data Analyst

I worked as a dedicated Project Manager, gaining six years of experience managing linguistic tasks for foreign and local accounts. I coordinated between translators and internal teams, ensuring seamless project execution. Currently, I am furthering my expertise as a doctoral student in International Economics, where I apply advanced data analysis techniques in my coursework and thesis research. Eager to transition into a data analysis role, I have completed the Google Advanced Data Analytics Certificate and IBM's Databases and SQL for Data Science course to strengthen my technical foundation. My academic and professional background has equipped me with key analytical skills, including Data Analysis (Python, Stata, R), Machine Learning basics, Regression Analysis, SQL, and Statistical Modeling. Additionally, I am proficient in Excel for Data Analysis, Data Science Foundations, and Data Structures, allowing me to uncover complex data relationships and derive actionable insights. Furthermore, I am well-prepared to contribute effectively in data-driven roles. Explore my portfolio at <https://github.com/geryl17> for a full view of my projects.

WORK EXPERIENCE

Project Manager | 2019 – 2025

Langlobal-Tech Beijing | 琅科游戏本地化

- Managed linguistic jobs for foreign and local accounts in the UK, Korea, Germany and China.
- Enhanced business development through business visits, business proposal etc.
- Managed and coach current foreign testers.
- Manage outward communication to translators/vendors.
- Recruit and evaluate testers/translators.
- Manage the interaction between translators and internal team members.

Event coordinator | 2018 – 2019

Riviera Events Beijing |

- Event planning, design and production while managing all project delivery elements within time limits.
- Generate pitches for new projects by maintaining close relationships with existing clients and developing new opportunities.
- Liaise with new clients to identify their needs and to ensure customer satisfaction.
- Cooperate with marketing and PR to promote and publicize event.
- Convert pitches into actual sales, by working closely with the creative and production team to build presentations and present budgets.

Arrears bank employee | 2013 – 2015

Hakrinbank N.V. Paramaribo |

- Preparing the overdue payment reports for the various financial products the bank has to offer and restructuring bad debt accounts.
- Collecting information as to why these payments are overdue and keeping this up to date in the reports.
- Determining the principal and interest breakdown on any given debt payment.
- Handling the correspondence with clients, guarantors, notaries and other collections parties.

EDUCATION

Doctoral degree in International economics (final year) **2019 – Present**
UIBE Beijing, China

Master of business administration (MBA) **2017 – 2018**
UIBE Beijing, China

Master's degree in International business **2015 – 2017**
UIBE Beijing, China

CONTACT

- Geraldo.kranenburg@gmail.com
- +86 13071167198
- [linkedin.com/in/geraldo-kranenburg](https://www.linkedin.com/in/geraldo-kranenburg)
- WeChat ID: Gerykranenburg
- Github: <https://github.com/geryl17>

SKILLS

- Python for data analysis.
- Statistical modeling.
- Data cleaning and Tableau data visualization.
- Regression analysis using Stata.
- Machine learning basics.
- Excel for data analysis.
- SQL Databases.

PROJECTS

Determine the impact of marketing promotions (TV, social media, radio, and influencers) on a small business's historical sale.

The goal was to Determine what type of promotion contributes most to a business's historical sale.

https://github.com/geryl17/geryl17/blob/main/mutiple_reg_marketing_sales.ipynb

Developing a machine learning model (Decision tree and Random forest) to predict employee attrition and inform retention strategies.

To develop a machine learning data driven tool that predicts whether an employee is at risk of leaving or staying at a company.

<https://github.com/geryl17/geryl17/blob/main/Salifort%20Motors%20capstone%20project%20machine%20learning.ipynb>

Analysis of the relationship between Trade and Economic Growth in Latin America and the Caribbean using the ARDL model.

Examines relationship between trade and economic growth using the ARDL model.

<https://github.com/geryl17/geryl17/blob/main/Relationship%20between%20Trade%20and%20Economic%20Growth%20ARDL%20model%20portfolio%20study.pdf>

LANGUAGE PROFECIENCY

Dutch (Native), English (Excellent), Chinese (Conversational)