



Gera Flores Sempertegui

DATA ANALYTICS | DATA SCIENCE | MACHINE LEARNING | BUSINESS INTELLIGENCE

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Professional with over 10 years of work experience in the e-commerce, technology and startup industries. Expertise in data analytics, data science, business intelligence and machine learning. Prepared for highly technical positions, able to work under pressure and with an startup based work ethic.

Experience

Head of Operations

FALABELLA.COM

2021–

Lima, Peru

- Led a team of 30 people responsible for logistics, analytics, finance and commercial support to clients and sellers.
- Enhanced the customer and seller experience (CSAT and NPS) by applying strategies focused on satisfaction and loyalty.
- Standardized and optimized operational and commercial processes for the Falabella, Tottus and Sodimac marketplaces.
- Designed analytical solutions with Google Cloud to optimize resources and generate insights for decision-making.
- Led commercial initiatives, conducting in-person and virtual training and workshops for events such as Cyber Days.
- Fostered collaboration and communication, achieving a close and productive relationship with the team and stakeholders.
- Created a data-oriented culture, increasing operational efficiency by 40% and improving productivity.

Logistics Performance Manager

PEDIDOSYA

2021

Lima, Peru

- Led a team of 5 professionals in charge of operational excellence and customer, partner and rider support.
- Reformulated operational strategies to maximize efficiency, reduce delivery times, and optimize resources.
- Developed analytical solutions, predictive models, automations, and analytical tools using SQL, R, and Python.
- Directed the implementation of Machine Learning models to predict demand and manage fleet availability.
- Increased on-time deliveries by 30% through the optimization of demand prediction, service areas, and routes.

Growth Marketing Lead

GLOVO

2020–2021

Lima, Peru

- Led a cross-functional team in charge of brand partnerships, customer acquisition and retention and churn analysis.
- Executed data-driven promotions and recommendations to increase loyalty, reduce churn and acquire new customers.
- Establish and manage strategic partnerships to enhance brand visibility and reach, drive growth and market expansion.
- Designed and executed targeted campaigns that drove revenue growth by 20% and increased the average ticket by 10%.
- Enhanced UX by optimizing the customer journey based on data, raising user engagement by 25% and conversion by 15%.

Analytics Lead

GLOVO

2018–2019

Lima, Peru

- Supervised a team of data analysts and business intelligence specialists to propose and build analytics initiatives.
- Oversaw data analytics projects across various departments to provide actionable insights and drive business decisions.
- Led successful data-driven projects for fraud detection, data monetization, partner development and revenue expansion.
- Designed and executed dynamic pricing strategies based on peak demand and distances, boosting revenue up to 10%.

Education

Master in Business Administration

CENTRUM CATOLICA

2018

Lima, Peru

Program in Global Business Administration

MAASTRICHT UNIVERSITY

UNIVERSITY OF VICTORIA

2018

Maastricht, Netherlands

Victoria, B.C., Canada

Industrial Engineer

PONTIFICIA UNIVERSIDAD CATOLICA DEL PERU

2014

Lima, Peru



Certifications

Google Data Analytics

GOOGLE

📅 2021

📍 Online

Google Project Management

GOOGLE

📅 2021

📍 Online

Deep Learning Specialization

DEEPLARNING.AI

📅 2020

📍 Online

Data Management and Analytics

CENTRUM CATOLICA

📅 2016

📍 Lima, Peru



Skills

- **Languages:** English, Spanish, Portuguese
- **Data Science / Machine Learning:** R, Python, SQL
- **Web Design / Development:** HTML, CSS, Javascript, PHP, WordPress
- **IDEs:** Visual Studio Code, RStudio, Google Colab, Jupyter Notebooks
- **Collaborative tools:** Google Docs, Trello, Asana, Slack, Teams
- **Visualization tools:** Looker, Tableau, Data Studio, Power BI
- **CRM / Support tools:** Salesforce, Freshdesk, Jira, Kustomer
- **Cloud computing:** Google Cloud, Amazon Web Services, Microsoft Azure
- **Others:** Docker, Git, Spark, Regex, LaTeX, Markdown, Visual Basic, DAX
- **ERPs:** SAP, Oracle



Interests

- I always maintain a positive and optimistic attitude, and I love to share positive energy with those around me.
- I participate in Diversity, Equity, and Inclusion (DEI) causes at work and in the community through inclusive leadership.
- I love to travel and experience new cultures, having had the opportunity to visit 25 countries and live abroad.
- I typically walk a lot, averaging 10,000 steps daily for the past 18 months, and I maintain an active lifestyle.
- I am fascinated by history and enjoy learning about historical events, ancient civilizations, and visiting museums.