

# Alex González

Data geek with a background in statistics, economics and programming.

[ [alexgonzalezc.dev](https://alexgonzalezc.dev) ] . [ [alejandrogcaules@gmail.com](mailto:alejandrogcaules@gmail.com) ] . [ +34 663 498 528 ]

## Education

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**M.S. in Big Data Analytics for Economics and Business, University of the Balearic Islands**

**B.S. in Economics, University of the Balearic Islands**

## Experience

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**AI Developer, Bravent** (Jan 2022 - Feb 2023)

- Developed NLP-based record linking systems for database harmonization. Prototyped daily hotel room prediction models using time series techniques. Deployed and maintained ML products through Azure.

**Data Scientist, Tinámica** (Feb 2020 - Jan 2022)

- Joined as data scientist for prominent client in hospitality sector. Maintained and refactored core ad attribution model for web sales. Designed and developed analytics and dashboards across departments.

**Business Intelligence Developer, MTS Globe** (Jul 2017 - Feb 2020)

- Quickly advanced from junior analyst position within 6 months. Led the successful transition from Excel to PowerBI for the company's reporting platform, enhancing data visualization and analysis capabilities. Implemented cost-effective in-house scraping and data collection using Python, reducing reliance on expensive third-party tools.

## Skills

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**Programming:** Python, SQL, R, Julia, HTML/CSS, DAX

**Libraries:** pandas, polars, numpy, sklearn, tensorflow, keras, prophet, streamlit, nltk, pyspark

**Tools:** Azure, Google Cloud, PowerBI, Git

## Activities

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**Associate Professor, University of the Balearic Islands** (Sep 2018 - Sep 2019)

- Lecturer on tourism marketing and tutor for student's academic papers.

## Courses and certifications

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**Exam 761: Querying Data with Transact-SQL, Microsoft** (2019)

**IT Automation with Python, Google** (2020)

**Azure Data Scientist Associate, Microsoft** (2023)

**Machine Learning Engineer Certification, Google Cloud** (2023)