

# GUADALUPE SALINAS

Mission, TX · (956) 780-1124

[Gsalinas5210@gmail.com](mailto:Gsalinas5210@gmail.com) · [in/guadalupesalinas](https://in/guadalupesalinas) · [github.com/gsalinas01](https://github.com/gsalinas01)

Process-oriented and data-driven individual seeking to leverage skills to guide high quality analysis and decisions.

## EXPERIENCE

OCT 2021 – PRESENT

**CONTENT REVIEWER**, GOOGLE VIA VACO

- Analyze, curate and evaluate advertisement on the Google Search Ads project
- Ensure logical and meaningful review of Ad/URL content
- Deliver high quality work to improve algorithm accuracy

JAN 2019 – NOV 2020

**BILINGUAL DATA ANALYST**, APPLE VIA KELLY SERVICES

- Utilized spatial data to investigate anomalies and fix erroneous and outdated information in a live, web-based mapping service.
- Collected, verified and uploaded data to improve user interface functionality (via in-field domestic/international travel and office surveys).
- Analyzed large datasets, compiled trends and findings, and communicated accordingly through weekly team meetings.
- 12 month contract was extended to 22 months (max allowance) upon high performance and efficiency in role and increase of Spanish-related task completion by > 50%

## EDUCATION

NOV 2021

**DATA ANALYTICS AND VISUALIZATION BOOTCAMP CERTIFICATE**, UT AUSTIN

- Gained experience in a variety of data analytics tools such as **Tableau**.
- Worked on Supervised Machine Learning methods that enable **predictive modeling** in topics such as credit risk prediction.

JUL 2017

**B.S. NUTRITIONAL SCIENCES**, THE UNIVERSITY OF TEXAS AT AUSTIN

## SKILLS

- Excel – Charts, Graphs, Pivot tables, VLOOKUP
- Python – Pandas, Matplotlib, APIs
- Tools: Jupyter Notebook, Google Colab,
- GitHub – Owning a repository, merging, pulling, uploading from terminal
- AWS – Building Relational Databases with RDS and S3 buckets for storage
- SQL – PostgreSQL, PyMongo,
- Web Scraping – HTML/CSS/JavaScript/Flask