ANA VASQUEZ

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ASIAN INSTITUTE OF MANAGEMENT

With over 5 years of experience as a data scientist, analyst, and software engineer, I specialize in partnering with stakeholders to define and deliver data-driven solutions that drive cost savings and revenue growth. Skilled in both client management and technical tools such as Python and SQL, I excel at translating business needs into actionable insights. I am eager to contribute my expertise to support company success and innovation.

WORK EXPERIENCE

DATA SCIENCE CONSULTANT for *Silver Linings (Jewelry E-commerce)*   2024, *Jan-Mar*
- Worked closely with stakeholders to assess business use cases and provide data-driven recommendations that identified new revenue opportunities.
- Applied statistical analysis and visualization techniques to uncover historical sales trends and product seasonality, using 4 years of sales data with over 7,000 transactions.
- Utilized Frequent Itemset Mining to develop product bundling strategies, directly increasing revenue by Php 250,000.00

DATA SCIENCE CONSULTANT *for Confidential Construction Company*   *2024, Apr-Sept*
- Partnered with cross-functional stakeholders to define business problems and develop data-driven solutions for production, operations, and logistics use cases.
- Automated data pipelines, improving efficiency by reducing processing time from 3 days to minutes.
- Applied advanced Machine Learning algorithms, including Random Forest, to predict optimal departure times, reducing delivery delays and increasing revenue by Php 112 million annually.
- Developed and tracked KPIs with the dynamic Power BI dashboard, which reduced trip times by an average of 27 hours per day, leading to fuel cost savings of Php 1.8 million annually.

DATA SCIENCE CONSULTANT *for Confidential Financial Services*   *2024, Aug-Sept*
- Applied NLP algorithms such as topic modeling to analyze multi-language customer feedback transcripts, improving insights related to payments and financial services.
- Utilized text classification and clustering techniques on user profiles to improve retention strategies and product ideation.

DATA ANALYST *for Data Studio Whiz (Data Services and Consultancy)*   *2022 – 2023*
- Led the development of marketing analytics tools like the Google Analytics dashboard templates, reducing manual work by 240 hours per year resulting in savings of Php 44,880 annually.
- Collaborated with clients to create end-to-end data projects with SQL and Looker Studio to analyze their data, bringing data-driven insights into the industries of marketing, HR, real estate, health, and finance.

DATA ANALYST *for The Freelance Movement Tribe (E-Learning Platform)*   *2021 – 2022*
- Increased class attendance by 300%, from 200 to 800 students per session, through data analysis of student feedback and close collaboration with the coaching and product teams.
- Coordinated with marketing, operations, and product teams to develop programs that improved user retention and increased customer acquisition by 20%, through analysis of 5,000+ member feedback.

SOFTWARE ENGINEER *for Magis Solutions (Software Development)*   *2017 – 2020*
- Managed a team of 3 developers to develop scalable web applications in the industries of e-commerce, finance, human resources, and tech.
- Utilized SQL and PHP to develop programs while maintaining code quality through regular code reviews.

EDUCATION

Asian Institute of Management   *2023 – 2024*
Master of Science in Data Science | **Dean's List** (2024)
De La Salle University   *2010 – 2013*
Bachelor of Psychology
SKILLS: Python, SQL, Power BI, Data Visualization, Stakeholder Management, Sentiment Analysis, NLP, SpaCy, BERT, Hugging Face, Text Classification, TensorFlow, PyTorch, Keras, Product Optimization, Search Algorithms, Web Scraping, API Integration, Data Wrangling, Data Mining, Big Data, Cloud Services, Amazon Web Services