

Itzel Vázquez S.

Applied Research & Data Consultant

Mexico City, MX | www.linkedin.com/in/itzel-vazquez | github.com/itzelvazsan | <https://itzelvazsan.github.io/>

Relevant Skills:

Public Policy
Business Analytics & Reporting
Project Management

Data Privacy and Compliance
Event Planning and Logistics
Stakeholder Management

Technologies:

VBA, R, Stata, Python, Power BI, Tableau, SQL, MongoDB, GitHub, JavaScript, Microsoft 365, Jupyter Notebook.

Languages:

English, Spanish, French and Portuguese

EDUCATION

Data Analysis and Visualization Boot Camp | Tecnológico de Monterrey Mexico City, MX | 2024 – 2025
Relevant Coursework: Unsupervised Learning, Supervised Learning, Neural Networks and Deep Learning, and Big Data, Data Analysis with Python, Python APIs, NoSQL Databases, ETL, JavaScript Visualizations.

Master of Science in Demography | El Colegio de México | **GPA: 9.8 / 10** Mexico City, MX | 2020 – 2022
Relevant Coursework: Statistical Modeling, Research Methodologies, Quantitative & Qualitative Analysis.

Bachelor's in International Affairs | National Autonomous University of Mexico Mexico City, MX | 2012 – 2017
Exchange Programs: Arizona State University, and Université de Montréal.

EXPERIENCE

Market Research Consultant | Seguros Azteca, Grupo Salinas Mexico City, MX | June 2025 – Present

- Support the design and calculation of performance indicators to evaluate sales campaigns and product launches.
- Deliver actionable insights to directors on KPIs and customer behavior, enabling data-driven strategic decisions.
- Identify trends and opportunities through analysis of internal campaign data, contributing to improved sales performance and product impact.

Deputy Director for Risk Mitigation | National Anticorruption System Executive Secretary (SESNA) Mexico City, MX | Feb 2025 – June 2025

- Led the creation of monthly reports on best practices and metrics, enhancing personnel knowledge on corruption risk detection.
- Designed key performance metrics and organized the development of an ML-powered dashboard to assess procurement risks.
- Directed the development of the 2025 Corruption Risk & Intelligence Strategy, mapping five key projects.
- Developed the specialized study on risk indicators in public procurement processes with a focus on suppliers, emphasizing the role of Machine Learning techniques.

Head of the Information Department | SESNA Mexico City, MX | Feb 2023 – Feb 2025

- Built customer satisfaction metrics for Public Health Services, leading visualization initiatives to improve data-driven decision-making.
- Operated a four-person team to execute six projects on corruption prevention, increasing public sector awareness.
- Authored and presented a report on corruption metrics to international stakeholders, achieving high satisfaction and securing a donation of four technology tools.
- Defined a methodology to identify root causes of corruption and detect and prevent risks in government departments.

Research Assistant | Universidad Iberoamericana Mexico City, MX | Aug 2022 – Feb 2023

- Organized a conference in collaboration with Meta about Data Privacy, the Metaverse and Human Rights, impacting 200 participants including students, civil society members, and government agents.
- Conducted research of projects on Data Privacy and Compliance and monitored progress in collaboration with sponsors.

Head of the Liason Department | National Institute for Access to Information and Data Protection (INAI) Mexico City, MX | Feb 2018 – July 2020

- Guided the organization of the 2019 National Week for Transparency, coordinating 50+ national and international speakers and engaging 500+ participants from public, private, and civil sectors.
- Conducted 3+ workshops on data privacy, reaching 800+ participants from diverse age groups.
- Monitored key performance metrics to ensure 100% execution of INAI's annual strategy.

IT TRAINING & COURSES

Data Science Diploma Program | Tecnológico Nacional de México Online | 2024
Tools for Data Science | IBM -Coursera Online | 2023
Data Science Methodology | IBM -Coursera Online | 2023
Data Analysis Introduction | IBM -Coursera Online | 2023
Certificate in Risk Management in Development Projects | edX-IDB Online | 2021
Mathematics and Statistics for Economic Analysis Diploma Program | Interactive Museum of Economics Mexico City | 2017

PROJECTS

Belly Button Challenge | **Deployment:** https://itzelvazsan.github.io/belly_button_challenge/ January 2025
Created interactive visualizations in JavaScript to explore human body biology data, building a dashboard using the D3 library. Deployed the dashboard on GitHub.

Web Scraping Challenge | Repository: <https://github.com/itzelvazsan/web-scraping-challenge>

Dec 2024

Automated web scraping to extract titles and texts from news articles by identifying HTML elements in the source code. Analyzed Mars weather data from a scraped webpage table, examining data types and performing calculations using Pandas.

Sustainability and Gender Equity Information Gathering |

https://www.gob.mx/cms/uploads/attachment/file/942328/Piloto_Diagnostico_PFSS.pdf

April 2024

Proposed and prepared an Excel-based data collection tool to assess sustainable and gender-focused financial products within Mexican cooperative societies. Coordinated the initial data collection test with 9 cooperatives and a pilot phase with 33 cooperatives. Studied data and presented key findings that shaped and strengthened the national financial strategy, significantly improving data-driven decision-making.

LEADERSHIP & VOLUNTEERING

Research Methodology Guest Lecturer | FES Acatlán | Mexico City, MX

- Shared my passion for research methodology to 160+ Bachelor's students in actuarial science, creating research project questions to solve using quantitative methods.

Academic Co-organizer for the Summer Workshop “Applied Demography” | El Colegio de México | Mexico City, MX

- Co-designed the academic syllabus and managed communications with 10+ guest speakers for the Applied Demography Summer Course.
- Supervised 20+ student projects and supervised final evaluations to ensure course objectives were met.

Cause Advocate on Citizen Participation | Commission for Environmental Cooperation (CEC) | Montreal, CAN

- Generated the concept for a search engine comprising 150+ legal terms to facilitate the interpretation of the North American Environmental Cooperation Agreement.

Program Facilitator | Inter-American Association for Environmental Defense | Mexico City, MX

- Cleaned and optimized a database of 2,000+ subscriber records using Constant Contact, improving communication efficiency.