

Joaquín Aguirre

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📍 Núñez, Buenos Aires

in jaguirre-econ

📁 jaguirre-econ (Portfolio)

📅 27 years old

Education

MSc, Econometrics (<i>currently studying</i>)	Mar. 2024 - Dec. 2025
Torcuato Di Tella University (UTDT) - GPA: 8.75/10	
Bachelor's Degree, Economics	Mar. 2016 - Dec. 2023
National University of Córdoba (UNC) - GPA: 7.76/10	
Diploma in Data Science, Machine Learning and its Applications (w/ Python)	Apr. 2023 - Dec. 2023
National University of Córdoba (UNC) - 195 hours	

Experience

- Marketing Science Analyst Mar. 2025 - Present
Mercado Libre (1 month)
Tasks: Analysis of experiments (Conversion Lifts, GeoLifts, AB Testing, Diff-in-Diff, Synthetic Control) to calibrate attribution models and obtain insights into the incrementality of different campaigns and marketing channels (with a focus on *paid media*) aimed at promoting the Mercado Pago platform (both *users* and *sellers*).
Tools: BigQuery, Python, Looker, Google Sheets.
- Modeling Analyst Mar. 2024 - Feb. 2025
Market Fusion Analytics (1 year)
Tasks: Estimation of econometric Marketing Mix (MMM) and Pricing models to measure KPI's, growth drivers, price elasticities and marketing investment impact. Data visualization and preparation of presentations for international clients.
- Junior Economist Apr. 2022 - Dec. 2023
IERAL of the Fundación Mediterránea (1 year and 9 months)
Topics: Labour, pension, social, education and health economics.
Tasks: Search, processing and visualization of data using R and Excel. Preparation of reports and presentations.
- Research Assistant - Team Coordinator Apr. 2022 - Feb. 2024
Institute of Economics and Finance - FCE, UNC (1 year and 10 months)
Topics: Fiscal Policy, Federalism, Public Finance.
Tasks: Collaboration in the writing of academic papers, estimation of econometric models with STATA and data visualization. Presentations at conferences and workshops.
Director: Ernesto Rezk (M.Phil, University of York)
- Teaching Assistant Mar. 2020 - Nov. 2023
FCE, National University of Córdoba (UNC) (3 years and 9 months)
Subjects: Statistics I, Statistics II, Econometrics I, Mathematics II
Tasks: Dictation of practical exercises and review classes. Correction of practical work.

Skills

Software:

- Python, R, SQL and BigQuery, Looker, Power BI, Microsoft Office and Google Sheets, STATA, \LaTeX

Languages:

- English (*Advanced*), Spanish (*Native*).

Courses and certifications

- Visualization and Exploration of Data with Power BI (14 hs.)
National University of Córdoba (UNC) Completed: Aug. 2022
- Introduction to Databases and SQL (12 hs.)
Education IT Completed: Apr. 2021
- Course on Impact Evaluation Econometrics (8 hs.)
Institute of Economics and Finance - FCE, UNC Completed: Oct. 2023