

Manuel Hernandez

DATA SCIENTIST

Merida, Mexico

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"Be the change that you want to see in the world."

Professional Profile

Data specialist with 9 years of experience in data analysis, creating reports and presenting results, I stand out for my proactivity reflected in proposals. Excited to apply my newly acquired skills in Python and Machine Learning to deliver efficient and high-impact solutions.

Competencies

Data Analysis | Statistical Analysis | Big Data | Machine Learning | Data Visualization | Programming | Data Wrangling | Database Management | Version Control | Project Management | Communication

Technical Skills

Python | Pandas | NumPy | Matplotlib | Scikit-learn | PyTorch | Keras | BERT | SQL | Git | GitHub | Power BI | Tableau | Google Sheets | Excel | Ipsos | ComScore

Work Experience

The Nielsen Company

Mexico City, Mexico

TECHNICAL ACCOUNT MANAGER

Jan. 2018 - Current

- Provide customer training and support for various digital solutions focused on analyzing campaign performance
- Take primary technical post-sales contact for key customers, helping the client to achieve their goals by increasing revenue and retention.
- Close communication gaps between technical complexity and business requirements through simple and comprehensive solutions.
- Extract process and manage databases to create analysis reports (Python, SQL, Google Sheets, Excel)

La Jornada

Mexico City, Mexico

MANAGER OF BUSINESS INTELLIGENCE

Sep. 2015 - Feb. 2017

- Manage the commercial intelligence area, overseeing strategic initiatives and ensuring alignment with business goals.
- Lead a team of 6 people and coordinate their activities to achieve objectives.
- Formulate KPIs (key performance indicators) for both online and offline platforms at La Jornada, including metrics such as website traffic, engagement rates, SEO performance for digital channels, and circulation, ad performance, reader engagement, and sales metrics for print to drive advertising effectiveness and attract customers
- Extract and analyze data using statistical software (e.g., Ipsos, ComScore) to obtain actionable insights for the company.
- Implement and manage a comprehensive business dashboard using Power BI to update daily data and present key insights to company managers.
- Prepare and present monthly briefs with key industry information (e.g., travel, financial, food) to the board of directors through detailed reports and charts.
- Provide key industry-specific metrics to the sales team, supporting their efforts to sell targeted solutions to clients.

Grupo Expansion

Mexico City, Mexico

BUSINESS INTELLIGENCE ANALYST

Jan. 2015 - Sep. 2015

- Extract and analyze data using statistical tools (e.g., Ipsos, ComScore) to derive actionable insights for the organization.
- Identify high-advertising industries through data analysis to target specific sectors and align objectives across 13 sites.
- Provide key industry-specific metrics and reports to the sales team to support their advertising sales efforts and tailor solutions to clients.
- Develop and manage offline and online surveys to collect key data and enhance market understanding.
- Track the performance of 13 sites using metrics such as unique users and other key indicators.

Education

Tecnológico Nacional de México

Merida, Mexico

DATA SCIENCE DIPLOMA | STATUS: IN PROGRESS

Jul. 2024 - Sep. 2024

- Data science and Big Data.
- Descriptive and Inferential Statistics.
- Data exploration, grouping, and functions.
- Python programming: data structures and control flow.
- Data manipulation and visualization with Pandas, NumPy, and Matplotlib.
- Machine learning (Scikit-learn and neural networks.)

Tripleten (Bootcamp Online)

Merida, Mexico

DATA SCIENCE CERTIFICATE | STATUS: FINALIZED

Oct. 2023 - Jul. 2024

- Mastered Python programming: variables, data types, loops, functions, and data analysis with Pandas.
- Learned advanced Python concepts: dictionaries, conditional statements, and data preprocessing.
- Developed skills in data wrangling: handling missing values, filtering, visualizing data with Matplotlib, and feature engineering.
- Conducted statistical analysis: descriptive statistics, probability theory, hypothesis testing using Python.
- Familiarized with software development tools: command line, Git, and GitHub for version control and collaboration.
- Gained practical experience with SQL: data retrieval, advanced SQL features.
- Applied machine learning techniques: model training, evaluation, and regression using Scikit-learn and PyTorch
- Studied advanced machine learning: supervised learning, classification metrics, and handling imbalanced data using Scikit-learn, and deep learning with Keras and BERT.
- Completed capstone projects: integrating skills in data analysis, machine learning, including projects utilizing Keras and BERT for natural language processing, and practical applications in business scenarios.

Google / Coursera

Merida, Mexico

DATA ANALYST CERTIFICATE | STATUS: FINALIZED

Oct. 2023 - Jul. 2024

- Basic concepts in data analysis, data-driven decision making, and the role of data analysts
- Defining and connecting data-informed business decisions, and organizing, loading, and cleansing data.
- Data cleaning techniques using SQL and performing data analysis with spreadsheets and SQL.
- Principles of data visualization and creating visualizations using Tableau.
- Basics of R programming for data analysis and applying skills in a final capstone project.

Technical Projects

Predicting Customer Churn for Telecommunication Services

TRIPLETEN BOOTCAMP - [REPOSITORY LINK](#)

- Define project objectives and plan with timelines.
- Acquire, clean, and preprocess data from various sources.
- Split data into training, validation, and test sets.
- Conduct EDA, feature engineering, and optimize models for AUC-ROC.
- Deploy the model and present outcomes with performance metrics.

Age Verification with Computer Vision for Good Seed

TRIPLETEN BOOTCAMP - [REPOSITORY LINK](#)

- Define project objectives and develop a detailed plan.
- Acquire and preprocess data, including loading images and labels.
- Conduct exploratory data analysis (EDA) on the dataset.
- Train, test, and evaluate a regression model using GPU.
- Draw and document conclusions from model evaluation.

Machine Learning Sentiment Analysis

TRIPLETEN BOOTCAMP - [REPOSITORY LINK](#)

- Developed a system for classifying movie reviews into positive and negative.
- Used an IMDB dataset with polarity labels for model training.
- Aimed to achieve an F1 score of at least 0.85.
- Implemented data cleaning and normalization routines.
- Applied models including Logistic Regression, LightGBM, and BERT.
- Evaluated model performance using metrics such as F1, ROC AUC, and APS.

Languages

- SPANISH (NATIVE)
- ENGLISH (FLUENT)
- PORTUGUESE (PROFICIENT)