Nelson R. Zambrano C.

Santo Domingo, DR.
Mobile: +1(809) 729-2998

Email: n.zambranocast@gmail.com
LinkedIn: www.linkedin.com/in/nzambrano

Summary

Data scientist with 6+ years of experience in the analytics pipeline. Leveraging my cross-functional expertise to create compelling data narratives that drive stakeholders to think customer first. Aim to empower others to think creatively and scientifically, using a test and learn approach to deliver problem solutions with data as means.

Core Competencies

- Strategic Planning
- Digital Marketing
- Data Engineering

- Problem Solving
- Data Analysis
- Data Modelling

- Cross-functional team leadership
- Project Management
- Market Research

Professional Experience

Banco de Reservas | Santo Domingo, DR
Business Data Scientist, Business Intelligence (Aug 17 – Present)

- ETL Development, ingesting and transforming data from upstream databases into a data warehouse using R and Python Scripts.
- Designed the architecture for our data warehouse summary tables that would respond to our visualization needs. Designed tables with ease-of-use and high-performance in mind, documented schemas and created data dictionaries.
- Implemented client segmentation and clustering models based on variables like income, deposit and expenditure behavior, and creditworthiness. (K-means and decision trees).
- Developed an ARIMA time series forecasting model using transactional data. Model results have been instrumental in recent cash provisioning decisions.
- Collaborated with a team of economists and mathematicians to develop and empirically evaluate theories that could explain changes in client's behavior prior, during and post campaign efforts; coached team members on the big data packages in R necessary to make rigorous study feasible.
- Designed a SQL procedure, working closely with senior management, for daily tracking of key bank-wide client metrics; reconciled business rules and created an easily consumable table for the analytics team to use in their models and dashboards.
- Created dynamic self-service dashboards and custom reports (14 overall, PowerBI, IBM Cognos, Tableau & Excel) providing operational and strategic insight to inform future business and sales efforts to key stakeholders and senior leadership.
- Developed business cases for marketing, B2B services, and banking operation initiatives including ROI analysis and financials. Worked with product managers to procure review and approval for these projects.

20/20 Advertising Agency | Santo Domingo, DR
Digital Marketing Specialist (Jun 15 – Jul 17)

- Digital and data projects lead project manager for 20+ Campaigns.
- Developed and served as Product Owner of a Digital Marketing Ecosystem for a 360 campaign, which included a real-time Legal Age Validation engine, a modular registration and voting site, geo-processing for nearest auditioning location, email, and SMS. Upgraded the digital presence and reaching a digitally-untapped population by the market leader Brahma Light in the DR, (13% Market Share increase, 27% increase in Volume YOY).
- Supervised and coached Marketing Insights Intern.
- Developed Web analytics Dashboards, monitoring Digital Marketing campaign performance and providing actionable Consumer Insights to optimize digital content.

Nelson R. Zambrano

- Developed Digital Marketing RFPs for new clients, including Marketing Technology, omnichannel campaigns.
- Designed acquisition and retention model for a local e-commerce platform.

BrandValue Consulting | Santo Domingo, DR
Jr. Planning & Research Analyst (Jun 14 – Dec 14)

- Coordinated and executed data visualization projects.
- Communication and insight mining parting from advertising ratings data and field market research.

Philip Morris International | Santo Domingo, DR
Business Builder (Aug 13 – Jan 14)

- Developed trade profile and preference matrix laying the foundation for future trade segmentation.
- Led trade-programs execution of 100+ distribution channels in the South region.

Commercial Planning Trainee (Aug 12 – Aug 13)

Rotated throughout the Commercial Planning division, where my primary responsibility was to develop and implement a psychographic clustering of PMI's consumer database, which I fulfilled successfully.

- Developed digital analytics and online business Intelligence cross-channel attribution, customer segmentation.
- Aided implementation of an offline database acquisition system through Call Center IVR and mobile apps that led to a 30% increase in underrepresented customer segments sign-ups, this was key to the DB segmentation project success.
- Simplified and optimized the consumer data collection process, minimizing customer disruption time.
- Leveraged B2C Customer Database for targeted direct mail campaigns to drive awareness, trial of new product and touch-point visitation.
- Promotion overview analysis and inputs. Consumer insights and Data mining. Direct Marketing Strategy based on consumer data.
- Developed sales strategic focus selection model (RFM).

Education

Instituto Tecnológico de Santo Domingo. Santo Domingo, Dominican Republic
BS, Industrial Engineering, 2016

Universidad Iberoamericana. Santo Domingo, Dominican Republic
Diplomate, Business Intelligence, 2019

Additional Activities
Collaborator, IURA (Apr 18 – Present)

IURA is a Dominican NGO dedicated to promoting inclusivity of the LGBT+ community. Trying to demystify misconceptions regarding the LGBT+ using scientific evidence and facts to educate the general population, and decision-makers through workshops and online content.

Joined IURA's mission by helping them gather scientifically rigorous information regarding the particular problems affecting different socioeconomic brackets of the LGBT+ in the DR. Currently developing a research plan for a nationwide study to identify and measure these problems and focus the organizational efforts to attend them.

Languages	Programming Languages	Interests
English – Bilingual Proficiency Spanish – Native Speaker	R SQL | PL/SQL	Science Leaning / Education Social Work Philosophy Technology

Nelson R. Zambrano