JOSE ANTONIO RAMIREZ MARQUEZ

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EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business   Durham, NC
Master of Science in Quantitative Management: Business Analytics (STEM)   *May 2025*
Merit Scholarship; Selected as Program Admissions Ambassador
Domain Coursework: Data Science, Modern Analytics (AI), Data, Visualization, Market Intelligence, Digital
Marketing, Customer Relationship Management

UNIVERSIDAD PANAMERICANA   Mexico City, MX
Bachelor of Business Administration and Marketing   *Dec 2022*
Volunteer algebra teacher for at-risk middle school students, providing mentoring and support.
Exchange at Zagreb School of Economics and Management: Digital Marketing, Behavioral Economics; Croatia.

EXPERIENCE

SOHO SQUARED INMOMENT – *Data Analyst Customer Experience Application Specialist*   Mexico City, MX
- Delivered 5+ clients migration project on time, **avoiding a 20% delay** by leading a 3-person team, coordinating across time zones with European teams, and applying agile methods to stay on track.   *Oct 2022 – Jun 2024*
- Drove measurable improvements in reporting for 20+ companies through the development and deployment of customer experience programs with cross-functional teams, designing surveys and applying AI text analytics to **deliver actionable insights**.
- **Reduced reporting time by 30%** and supported NPS initiatives by building dashboards and reports for healthcare, banking, and B2B clients using InMoment Reporting and Tableau, helping customer success teams track key CX metrics more effectively.
- **Reduced data errors by 80%** and cut onboarding time from 45 to 31 days by developing a Python algorithm to clean and transform raw client data, aligning it with the database structure and streamlining imports using SQL.
- Increased survey completion rates and **reduced respondent fatigue by 15%** through digital UX improvements informed by user data, including A/B testing and custom CSS/JavaScript enhancements.

COLGATE-PALMOLIVE, NEW PRODUCTS – *New Products Analyst*   Mexico City, MX
- **Saved up to 12% of billed value** by ensuring GS1 data quality in collaboration with product, category, and client acquisition teams, helping accelerate product launches and prevent supply chain fines from delayed shipments.   *Apr 2021 – Apr 2022*
- Increased operational efficiency by **reducing manual work by 20** hours per week through a VBA and Excel tool that automated the product sample selection process.

SELECTED PROJECTS

Web Portfolio: Built a responsive web using JavaScript, HTML, and CSS to showcase projects and experience with interactive UI.
Sentiment Analysis Using RNN: Built a model with LSTM layers in PyTorch, classifying movie reviews with 80.5% test accuracy. Engineered end-to-end NLP pipeline (tokenization, embedding, padding) and optimized hyperparameters for performance.
Gaming Product Strategy: Applied Principal Component Analysis (PCA), factor analysis, and cluster analysis (K-means) to segment gamers, conducted price sensitivity analysis (Gabor-Granger) to optimize pricing, and forecasting revenue for a video game acquisition, driving a data-driven investment recommendation.
Tire Condition Classifier: Using CNN and VGG16 transfer learning, achieving 95% accuracy through image analysis training.

TECHNICAL CAPABILTIES

Software: R (dplyr, ggplot2, tidyverse), MATLAB, Python (Pandas, NumPy, Scikit-learn, PyTorch, TensorFlow), SQL, Advanced Excel (Solver, Crystal Ball, Treeplan, VBA), Git, Tableau, Power BI, Jira
Machine Learning & Modeling: Linear Regression, Logistic Regression, Neural Networks (CNNs, RNNs, LLMs), Random Forest, K-means, PCA, A/B Testing, LLM prompts (GPT 4, LLaMa)
Professional: Market Research, Effective Time Management, Creative Problem Solving, Interpersonal Skills, Detail Oriented

ADDITIONAL INFORMATION

Fluent in English, native Spanish.
Volunteering: led national award-winning Cuenta Mundos initiative to make children's literacy rates higher in Oaxaca.