Juan Fernando **Espinosa Reinoso**

DATA ANALYST

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Work Experience

Checkmk *Munich, Germany*

DATA ANALYST MARKETING *May. 2022 - Present*

- Responsible for creating monthly reports to C-level executives.
- Analyze business data in key regions looking for effectiveness and opportunities (ROI, LTV/CAC ratio, ACV analysis), and evaluate the effectiveness of marketing and sales teams.
- Created several Python workflows to overcome analysis limitations of the internal CMS.
- Created an automated report on Elasticsearch focused on KPIs to reduce the time invested in campaigns' decision-making.
- Responsible for GA4 and Google Tag Manager.

ZF WABCO *Hannover, Germany*

PRODUCT INFORMATION MANAGEMENT INTERN *Jan. 2021 - Jul. 2021*

- Responsible for preprocessing and analyzing market data with SQL and Ms. Excel - Identified opportunities, weaknesses, and execute actions.
- Optimized the ZF WABCO's international Webshop focused on aftermarket sales.

Econsulting 360º *Quito, Ecuador*

SEO/SEM AND STRATEGY ANALYST *Jul. 2017 - Aug. 2019*

- Responsible for overseeing a monthly budget of about USD 35K in key digital channels.
- Established KPIs and data collection processes to perform data analysis and extract actionable insights.
- Accountable for creating dashboards,reporting insights to clients, implementing Tag Manager and setup Google Analytics.
- Created SEO + SEM strategies, and helped clients to achieve top position in browsers.

Céntrico Digital *Quito, Ecuador*

DIGITAL MARKETING ANALYST *Sep. 2015 - Jun. 2017*

- Settled marketing automation platforms (Hubspot y SharpSpring) and lead generation strategies.
- Led SEO audits to improve clients' position in search engines.

Education

University of Hildesheim *Hildesheim, Germany*

M.SC. DATA ANALYTICS *Mar. 2019 - Apr. 2022*

- Master focused on Machine Learning/Artificial Intelligence. Emphasis on research and model implementation with Python.
- Thesis aiming to improve state-of-the-art results for Graph Convolutional Networks in node classification.
- Developed a year-project on improving state-of-the-art results based on image classification and active learning tasks.
- Dealt with graph analytics, deep learning, image classification, time series, regression tasks, random forest, to name a few areas of inference performance.

De las Américas University *Quito, Ecuador*

MARKETING ENGINEER *Sep. 2010 - Mar. 2016*

- Bachelor related to marketing with a special focus on management, economics, accounting, and finance.

Languages

Spanish: Mother tongue.

English: Professional proficiency.

German: B1 level.

IT-Skills and Hobbies

PROGRAMMING SKILLS

- SQL, Python, Pytorch, Numpy, Pandas, Sklearn, Elasticsearch, MS Access, Skorch, Git, Github Spark, Django, Visual Studio Code, HTML, CSS.

ADDITIONAL SKILLS

- Google Ads, Hubspot, Google Analytics, Google Search Console, Google Data Studio, Klipfolio, Tag Manager.