

KATIA PAREDES

RESEARCH & DATA ANALYST



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DATA ANALYTICS

Programming Languages:

Python, R, JavaScript, HTML/CSS, Visual Basic, SQL

Tools & Libraries:

Pandas, Jupyter, NumPy, Plotly, Leaflet, Machine Learning, Scikit-learn, TensorFlow, Colab Notebooks, PySpark, Matplotlib, Microsoft SQL, PostgreSQL, MongoDB, AWS, Excel (Advanced), Tableau, GitHub, GIT, Command-Line

SELECT PROJECTS / IMPACTS

Data Analysis Project (UCSD):

Machine learning model that predicts cancer incidence rates. Tools used:

Model: Python, imbalanced-learn, PySpark, PostgreSQL, AWS, Colab notebooks

Interactive Map: D3.js, GeoJson, Leaflet

Dashboard: Plotly, JavaScript, HTML/CSS

San Diego Association of Government:

Managed project for collection of survey data that contributed to the 30-year regional transportation plan

Data Processing Systems:

Reduced manual data entry by 80% in a process to update contact information of research studies participants

LANGUAGES

- Professional/Native fluency in: English, Spanish, and French

I'm a highly skilled analyst with a proven track record in data analysis and market research. Having experience in qualitative and quantitative research and a background in corporate sustainability, I bring expertise gathering, analyzing, and presenting data using a wide range of tools and technologies, including Python, SQL, JavaScript, and Machine Learning. By leveraging these skills, I consistently deliver valuable insights that lead to strategic recommendations. My leadership, effective communication skills, and meticulous attention to detail enable me to collaborate seamlessly with stakeholders and clients. I strive to develop innovative technologies that drive business growth while making a positive impact on society.

FUNCTIONAL SUMMARY

Data Analytics – 6 yrs

Market Research – 5 yrs

Corporate Sustainability – 2 yrs

Research Strategy – 3 yrs

CAREER PATH [prior 16 yrs]

Cultural Edge

2019 – present

Research Strategist (2020 - present)

Project Analyst (2019 -2020)

Personal Sabbatical

2010 - 2018

Alliance Française – Mexicali, Mexico

2008 - 2010

Executive Director

UABC University – Mexicali, Mexico

2008 - 2009

Study Abroad Coordinator

Chambre de Commerce et de l'industrie – Annecy, France

2007

Sustainability Project Analyst

EDUCATION & CERTIFICATION

Data Science and Visualization Specialization Certificate

Jan 2023

UC San Diego Extended Studies – San Diego, CA

Master of Science

Nov 2007

Philosophy and Ethics of Sustainable Development

Université Jean Moulin Lyon III – Lyon, France

Bachelor of Science

Jul 2005

International Business

UABC – Mexicali, Mexico

Associate Degree

Jul 2004

Business

Université Claude Bernard Lyon I – Lyon, France

Cancer Incidence Rates

Co-Author >>

January 2023

Created a machine learning model using the imbalanced-learn library to forecast cancer incidence rates associated with environmental pollutants.

Project Dashboard: https://katiarp.github.io/Cancer_Incidence_Dashboard/

- Ensured data accuracy by analyzing, inspecting, cleaning, and transforming the data using Python
- Created map to visualize cancer incidence rates by US counties using D3.js, GeoJson, Leaflet
- Created reports and a web application to display visualizations and predictions using, Plotly, JavaScript, HTML/CSS
- Other tools used: Python, PySpark, PostgreSQL, AWS, Colab notebooks

PROFESSIONAL EXPERIENCE

CULTURAL EDGE – San Diego, CA

Apr 2019 - Present

A consumer insights firm specializing in qualitative and quantitative market research.

Research Strategist >>

Reporting to the CEO, responsibilities include planning and coordinating logistics of complex research projects with hard-to-reach targets as well as moderating qualitative projects and leading the translation and adaptation team for multilingual projects.

Quantitative Research Impact

- Managed project and supervised a team to collect quantitative data for the San Diego Association of Governments (SANDAG) surveying 1,500 required participants at the three border ports of entry in San Diego County, resulting in a comprehensive mobility analysis that contributed to the county's 30-year regional transportation plan
- Implemented rigorous surveying best practices to ensure the collection of unduplicated and unbiased data
- Performed thematic and content analysis in qualitative research studies providing insights and recommendations that were implemented by the client's final product
- Provided cultural insights and translated content to be used in the client's content management system (CMS) broadening their reach to Hispanic audiences
- Gathered insights through focus groups on quality characteristics in Medicare healthcare plans resulting in the creation of ethnicity and word frequency matrices. These insights were used to enhance the content of Medicare official websites and other publications

Technology Impact

- Reduced manual data entry by 80% in a process to update contact information of research studies participants by leveraging a cloud market research platform import/export features and configurations
- Configured online research studies and managed client and participant access resulting in a positive user experience and high client satisfaction
- Achieved 20% participant database growth by gathering demographic data from over 2,000 potential participants for pre-screening using Google Forms and social media platforms

PROFESSIONAL EXPERIENCE

CULTURAL EDGE (cont.)

Project Analyst (April 2019 - June 2020) >>

- Managed the logistics of 15 research studies with hard-to-reach target populations ensuring their successful execution
- Created screeners in Spanish, English, and French with culturally nuanced and unambiguous questions that allowed us to recruit 100% of participants
- Offered ad-hoc technical support to focus group participants to provide a seamless and effective participation

ALLIANCE FRANCAISE (Mexicali) – Mexicali, Mexico

2008 Sep - Jan 2010

An international French organization that aims to promote French language and francophone culture around the world.

Executive Director >>

Lead and directed all activities, development, recruitment, and programs for the Mexicali chapter of Alliance Française. Developed strategic partnerships with government agencies, businesses, and public interest groups, significantly enhancing a local presence. Organized events, such as lectures, exhibits, and conferences in collaboration with stakeholders and business partners, effectively promoting French culture.

Impact

- Implemented targeted marketing and communication strategies to expand into new markets resulting in a significant 30% increase in the student body
- Successfully managed a team of 15 staff members resulting in a consistent 95% student body retention rate every term
- Provided mentorship to instructors, enabling them to effectively implement the learning curriculum and achieve a student promotion rate of 98%

UABC - AUTONOMOUS UNIVERSITY OF BAJA CALIFORNIA – Mexicali, Mexico

Feb 2008 - Jun 2009

School of Engineering within this Public University

Study Abroad Coordinator >>

Reporting to the Dean of Engineering, acted as a liaison creating valuable opportunities for students to pursue their academic goals in international settings, while also providing mentorship and support throughout their participation in study abroad programs with French universities.

Impact

- Established relationships with foreign universities creating new opportunities for students' international experience with seven higher education institutions in France
- Advised and mentored applicant students verifying that student's applications complied with all program requirements achieving a 100% acceptance rate

ADDITIONAL PROFESSIONAL EXPERIENCE

CHAMBRE DE COMMERCE ET DE L'INDUSTRIE – Annecy, France

Mar 2007 - Sep 2007

The local Chamber of Commerce and Industry in Annecy provides support to companies in their economic development.

Sustainability Project Analyst >>

Collaborated with the environmental department director to provide comprehensive support to small and medium businesses in implementing sustainability practices, including sustainable growth, waste management, and social and environmental responsibility. Involved documenting non-compliant practices during visits to businesses and offered remediation strategies to address identified issues.

EPICERIE EQUITABLE – Lyon, France

Feb 2006 – Jul 2006

An online shop for Fair-Trade products.

Intern, Marketing Communication Strategist >>

Reporting to the store's owner, responsibilities included managing the store's website content and organizing an event focused on raising public awareness and understanding of Fair-Trade, its challenges, and its positive impacts in addressing social inequalities and climate change. Demonstrated strong communication skills by setting up and coordinating meetings with local government officials, businesses, public interest groups, and NGOs in the city of Lyon resulting in the success of the event.

AUX QUATRE COINS DU MONDE – Lyon, France

Mar 2004 - Jul 2004

An international solidarity association and Fair-Trade boutique in France.

Intern, Market Research >>

Led a market research study for a Fair-Trade boutique surveying customers to gather, analyze, and synthesize data, resulting in strategic recommendations such as new advertising materials and a website development to increase their presence in Lyon city.

COMMUNITY ENGAGEMENT

POWAY ADULT SCHOOL – Poway, CA

Aug 2018 - Jun 2019

Poway Adult School provides courses for career advancement, college preparation and life enrichment responding to their community's needs.

Community Lecturer >>

Delivered Spanish language instruction to seniors, covering reading, writing, speaking, and listening skills