

# KEVIN CARRILLO

530.913.6043 kevincarrillo032@gmail.com [LinkedIn](#) [GitHub](#) San Diego, CA

## TARGET: DATA ANALYST

Data Analyst with a Master's in Data Science, experienced in data wrangling, statistical modeling, predictive analytics, and machine learning. Skilled at extracting insights from large datasets and delivering actionable recommendations through data visualization and business intelligence tools. Adept at ETL processes, data cleaning, and collaborating with cross-functional teams to solve operational and strategic challenges.

## TECHNOLOGIES & COMPETENCIES

**Programming Languages:** Python, R, SQL

**Data Analysis Tools:** SAS, Tableau, Pandas, NumPy, matplotlib, seaborn

**Machine Learning:** Deep Learning, Neural Networks, Data Mining, Statistical Analysis, Pytorch, TensorFlow, sklearn

**Cloud Platforms:** AWS, Salesforce Integrations & Optimization

## RELEVANT EXPERIENCE

**Data Analyst / Business Operations** ▪ LEADFUSION, INC.—SAN DIEGO, CA **08/2023–present**

- Developed the Market Size Model for 2,000 U.S. financial institutions, leveraging SQL queries to support targeted marketing campaigns
- Designed and implemented a Weighted Tool Engagement Rate metric using statistical analysis to assess product adoption and customer engagement trends, enabling data-driven account strategies.
- Built and maintained interactive Tableau dashboards integrating Google Analytics data to track KPIs, SEO performance, and customer behavior patterns.
- Delivered monthly performance analytics reports to clients, providing usage benchmarks, churn risk indicators, and actionable recommendations to improve ROI.
- Managed Salesforce CRM data pipelines for \$6M+ in contracts, improving data integrity and enabling accurate reporting for finance, compliance, and executive stakeholders.
- Monitored compliance deliverables and SSL certificate renewals, achieving 100% on-time completion through process automation and data tracking.

## EDUCATION

**Master of Science, Data Science** ▪ National University—San Diego, CA **09/2024**

- Alzheimer's Detection and Classification:** Utilized TensorFlow to build a CNN model that scans MRIs to detect the presence of Alzheimer's Disease and classify based on severity.
- Predictive Model Development:** Developed a predictive model for housing prices with Pandas, NumPy, and scikit-learn to forecast sales.
- Customer **Segmentation Analysis:** Applied K-means clustering in Python to segment customer data, to optimize targeted marketing strategies and increase engagement in a simulated environment.

**Bachelor of Arts, Economics** ▪ San Diego State University—CA **05/2023**

## ADDITIONAL EXPERIENCE

**Operations Manager & Personal Trainer** ▪ THE CAMP TRANSFORMATION CENTER—SAN DIEGO, CA **06/2019–11/2023**

- Managed client performance data, payroll, and financial reporting, leveraging Excel and KPI tracking to optimize business operations.

**Helicopter Crew Chief/Rescue Swimmer** ▪ UNITED STATES NAVY—SAN DIEGO, CA **06/2013–06/2019**

- Lead mission planning, data tracking, and operational readiness for joint operations; trained over 20 personnel in mission-critical skills.