# KAREN AZCURRA

## SOCIAL ANTHROPOLOGIST | DATA ANALYST

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## CONTACT

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## SKILLS

- Knowledge management (Notion, Trello, Miro, etc.).
- No-code tools automation (n8n).
- Social research: Qualitative and quantitative strategies (Ethnography, in-depth interviews, observations, focus group coordination, data analysis in RStudio).
- Analysis of Kantar Ibope software databases (Admedia, Choices and Instar). Social Listening: Meltwater.
- Data visualization: basic knowledge in Power Bi.
- Spanish (native). English(intermediate)

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## EDUCATION

**Social science research master**

### University of Buenos Aires

**(2020-Present)**
Qualitative and quantitative research thesis (in progress)

**Bachelor of social and cultural anthropologist**

### Nacional University of San Martin

**2014-2020**
Etnography thesis about a university start-up. Thesis grade: 10/10

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## LAST COURSES

**2023- International School in Computational Social Sciences** | Millennium Institute for Data Foundations and the Interdisciplinary Center for Data Science and Machine Learning (Udelar)

**2023- Machine Learning applied to Social Sciences** | Nacional University of San Martin

## WORK EXPERIENCE

### Technology analyst

Taquion                                                    2024-Current

- Innovation project leader
- Team training.
- Development of knowledge management tools.
- No-code automation of work processes (n8n).

### Research analyst Sr                          2023-2024

- Develop and execute research projects, including qualitative and quantitative research methodologies (Rstudio).
- Preparation of reports and recommendations.

### Research analyst

Dentsu                                                     2022-2023

- Data analysis and social listening (Melwater and Kantar softwares)
- Preparation of reports and recommendations.

### Data analyst consultancy

Impacto digital (non-profit organization)                  2022

Contratá trans" is a program to improve opportunities for socio-employment insertion for trans and non-binary people. Some of the activities:
- Data analysis of Contrata trans plataform in RStudio (library dplyr, ggplot).
- Database reorganization and anonymization of dataset.
- Preparation of reports and recommendations.

### Research fellow

Center of Science, Technology and Society- UMAI            2020-2022

Project: "Labor Technoscientist and Gender Equity in Argentina: Comparing Barriers and Opportunities for Women in the Public and Private Sectors" financed by IDRC, Canada. Activities:
- Search and systematization of secondary sources.
- Conducting and analyzing in-depth semi-structured interviews. Focus group coordination.
- Data analysis of secondary source dataset in RStudio.
- Organization of two workshops with stakeholders and policymakers. Preparation of reports and recommendations of public policies. Dissemination of results in articles and conferences.

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## OTHER ACTIVITIES

- Fellow of the Racial Equity in Scientific Practices: Examinations of Careers and Topics (RESPECT) project based at the Georgia Institute of Technology (2023-present).
- Member of the 2022-2023 cohort of the Latin America and Caribbean (LAC) Hub of the Feminist AI Research Network (f<A+i>r).
- Co-coordinator of the Science and Periphery Study Circle at UNSAM (2020- Present)