

# LORWIN LACUESTA

DATA SCIENCE | MACHINELEARNING|SEO|PYTHON |  
ANALYTICS

## CONTACT INFO

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[Resume - Lorwin Lacuesta](#)

## PROFILE

Computer Science graduate from CIIT Philippines with internship experience in SEO and Data Science. Skilled in Python, data analysis, and digital marketing tools such as Google Analytics and Search Console. Hands-on experience in data science and machine learning, including data preprocessing, exploratory analysis, and building predictive models in Python. Passionate about applying analytical and programming skills to deliver data-driven insights and contribute to innovative projects.

## PROJECT EXPERIENCE

### Hardware Inventory Management System

Collaborated with a team of 2 a Hardware Inventory Management System (HIMS) is essential for organizations to efficiently track and manage their physical hardware assets. This thesis explores the development and implementation of a hardware inventory management system that enhances asset visibility, reduces maintenance costs, and supports effective decision-making for IT resource management.

### Machine Learning Classification and Clustering

- Applied supervised algorithms (Logistic Regression, Random Forest, KNN) for classification tasks.
- Used unsupervised learning (K-Means) for customer segmentation.
- Code and project details available on GitHub.

### P2TRUST

- Collaborated with a 3-person team to develop a Fin-Tech mobile app aimed at reducing Peer-to-Peer fraud through open transactional data sharing.
- Technologies: Python, React Native, SQL
- Enabled users to verify seller trustworthiness by utilizing transaction histories and payment proofs.

## SKILL

- Programming: Python (Advanced), SQL (Intermediate)
- Data Analysis & Visualization: Excel, Pandas, Matplotlib
- Machine Learning: Scikit-learn, Logistic Regression, K-Means Clustering
- SEO Tools: Google Analytics, Google Search Console, Content Optimization

## PROFESSIONAL EXPERIENCE

Data Science & SEO Intern | Seek Social  
Bury, UK | March 2025 – August 2025

- Conducted SEO audits and increased website traffic by 15% through targeted keyword research and optimization.
- Monitored website performance using Google Analytics and Search Console, identifying and resolving key user experience issues.
- Automated data cleaning and reporting tasks using Python scripts, reducing manual effort by 5 hours per week.
- Supported content strategy improvements, leading to a 10% rise in organic search rankings.

## EDUCATION

CIIT College of Arts and Technology  
Bachelor's Degree in Computer Science