Luis Cano Irigoyen

– **English**   – **Spanish**
Location: Mexico, open to remote or relocate

Data Analyst with a strong focus on **Analytics Engineering** projects and **Data Source app development**. Adept at data modeling & turning raw data into actionable insights and programmatic solutions. Foundations in Software Engineering with Data Science concentration.

Research interests: Data Science, Engineering, LLMs, Transformer Embedding models, Deep Learning, Forecasting

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Check my website:
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in luis-cano-irigoyen-0624381ba

https://github.com/luiscanoi

EDUCATION

BSc in Computer Science // Tecnológico de Monterrey (ITESM)   *Mexico, 08/2019 – 06/2023*

Concentration in **Advanced Artificial Intelligence for Data Science**

Relevant Coursework:

- **Software Engineering**, Advanced **Statistics for Data Science**, Advanced **Artificial Intelligence**, SQL & NoSQL **Databases**, **Machine Learning**, Compilers, Data Structures & Algorithms, Full-stack Web Development, Strategic Planning, Software Architecture, Project Management.

WORK EXPERIENCE

SEO Data Analyst // Envato ⧉   *Australia (remote), 04/2023 – Present*

- Led **Programmatic SEO strategy** to scale organic search impact through the development of **Data Source Applications** *(Python, SQL, DBT, S3, Docker)*
  - Programmatically optimized 500k+ search pages to resolve crawl budget limits, developing data models for automated indexation rules and sitemaps, boosting traffic to high-conversion SRPs and driving +64% Organic Sessions in 3 months.
  - Designed and developed the data logic for an automated internal linking system connecting 2M+ listing and item pages, leveraging user behavior data and transformer models, enhancing crawlability and semantic discoverability site-wide.
- Deployed **Python-SQL data pipelines** integrating API data, transformer topic modeling, LLM representations and **statistical trends detection** to inform marketing Author and Content Strategy.
- Built automated data workflows *(AWS, BigQuery, APIs, DBT, Tableau)* unifying sources into new Organic Search **attribution models** and **dashboards**, enabling search performance drilldowns and visibility on metrics that matter.

Business Analyst // Forte Industria ⧉   *Mexico, 06/2021 – 03/2023*

- Business Analyst and SEO Consultant at early-stage retailer, developing the site and analytics stack from the ground up.
- Introduced company into online industrial market, reaching 2k+ monthly users in year one.
- Analyzed website traffic and user behavior to identify segments, enabling targeted optimizations that improved engagement.
- Executed A/B testing on site UI and SEO optimizations to improve traffic performance.

Web Developer & Marketing Analyst // Pixelwork Agencia Web ⧉   *Mexico, 06/2019 – 04/2021*

- Developed and maintained client websites in WordPress, improving site load speed and reliability, resulting in higher domain ratings and site health.
- Conducted SEO audits with Ahrefs and Yoast, boosting organic traffic across multiple client domains.
- Managed market and product analytics for clients, boosting marketing strategies and executing Google Ads campaigns.

RELEVANT SKILLS

Programming Languages: Python, SQL (PostgreSQL, GoogleSQL, SQLite, MySQL), R, basic JavaScript

Tools: DBT, Git, Snowflake, AWS (S3, Redshift, Athena), GCP (BigQuery, APIs), Docker, Tableau, Google Analytics, Search Console

Frameworks: Pandas, PySpark, NumPy, Sentence Transformers (Hugging Face), LLMs, SciPy, Scikit-learn, SQLite3, TensorFlow

Technical Skills: Data Modeling, ETL/ELT Pipelines, Statistical Analysis, Programming, AI Integration (LLMs API), Machine Learning, Forecasting, A/B Testing, Visualization, Agile Software Development

Transferable Skills: Analytical Thinking, Debugging & Problem Solving, Cross-functional Collaboration, Continuous Learning

Other Projects

Reddit trends extraction app – Envato (Independent Project)

- Built an end-to-end automated Reddit API data connector extracting posts from curated subreddits to identify emerging topics and user trends.
- Developed a pipeline with data cleanup, BERTopic transformer-based topic modeling (c-TF-IDF), OpenAI representations, logarithmic scaling for post weighting, statistical trend detection, and categorization on topic exploitation angle.
- Fortnightly generations used by content creation and author support teams, surfacing community insights to create targeted content/assets.

Cryptocurrency forecasting with Sentiment Analysis and Deep Learning ⧉

- Research project for time-series prediction of a cryptocurrency using sentiment indicators (obtained from news articles) and key market values.
- Built a double Attention-based LSTM and Autoencoder LSTM architecture in PyTorch, modeling sentiment features from vectorized text and combining them with historical price sequences for prediction, incorporating a feedback loop to retain temporal memory.
- Implemented custom training loops with validation and test sets, optimized for short-term (1 week) and medium-term forecasting.