Luis Cano Irigoyen

Data Analyst with a strong focus on **Analytics Engineering** projects and **Programmatic Data Source** development. Adept at data modeling & leveraging data to drive insights and strategies, with a solid foundation in Software Engineering and SEO.

Research interests: Data Manipulation, Data Engineering, Text Embedding models, Deep Learning, Forecasting

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○ https://github.com/luiscanoi

EDUCATION   *Monterrey, Mexico*

BSc in Computer Science // Tecnológico de Monterrey (Monterrey Institute of Technology) *08/2019 – 06/2023*
Specialty in Advanced artificial intelligence for Data Science.

Relevant Coursework

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

WORK EXPERIENCE

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

- Owned direction and shaped the strategy **for Programmatic SEO** within the team, while collaborating with cross-functional engineering teams.
- **Developed Programmatic Data Source applications** *(DBT, Redshift, S3, Python, SQL, Docker)*,
  - Large scale **search page enhancements** based on user search actions, resulting in a 32% increase in organic clicks and a 64% increase in organic sessions for all our listing search pages within 3 months (plus continuous growth).
  - **Automated internal linking** based on user actions and sentence transformers (semantics), adding related searches internal links to over 100k listing search pages and over 1M item detail pages.
- **Automated reports** unifying multiple sources *(AWS, GCP BigQuery, DWH, APIs, DBT models)*, **provided unprecedented visibility** of organic search performance through **complex data models, newly designed attribution logic and essential visualizations**. The generated reports saved significant (recurrent) manual work hours for multiple team members and extended the utility of the reports to the wider marketing and product delivery teams.
  - Created Organic Search **data models using SQL and DBT**, generating source models from Redshift and other data pipelines (e.g. GA4), creating staging and reporting models, regression testing, integrating the logic and decisions into the model configuration and SQL.
- Understood our product, **finding issues in the site and finding data anomalies**, communicating with relevant delivery teams and **reaching a solution**.

Data Analyst // Forte Industria ↗   *Mexico   06/2021 – 03/2023*

- Worked as a Growth Analyst, Web Developer and SEO Analyst in a growing online retailer.
- Joined since creation as Digital Marketing Specialist, took ownership of the growth, development and SEO of the site, introducing the new company into the online market and reaching 2k monthly users before its first year.
- Worked with Google Analytics, Meta Business Suite and Google Ads to create marketing campaigns that reach the correct customers.

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

- Utilized WordPress for building company websites.
- Worked with Ahrefs and Yoast to increase with success the organic traffic performance of multiple client domains.
- Fixed bugs / errors of client websites, increasing domain quality.
- Owned marketing analytics on final users and competitors, driving marketing strategy and Google Ads campaigns.

Programming Languages, Frameworks & Tools

- **Languages:** Python, SQL (Redshift, MySQL, MS SQL Server), JavaScript, R, HTML, CSS
- **Python Frameworks:** Google Cloud, Pandas, SQLite, NumPy, SciPy, Scikit-learn, Sentence Transformers, TensorFlow, PyTorch
- **Tools:** AWS (Redshift, S3), Google Cloud Platform (BigQuery, IAM, APIs), DBT, GitHub (versions control, git), Docker, Google Search Console, Google Analytics 4, Tableau, Looker Studio, Ahrefs, SEMRush, Figma, Excel

Skills

- **Analytics:** ETL / ELT, ad hoc analysis (answer stakeholder questions & data insights), data source & data models creation, regression testing, AB testing / experimenting, Big Data manipulation, dashboards, qualitative & quantitative data analysis, working with Databases and Data warehouse, statistics for data science, Marketing, SEO, SEM, Python & SQL scripting for data analysis.
- **Engineering:** Process automation, Programmatic data source applications, Database management, Data pipelines, APIs, Web scraping, Object Oriented Programing, Artificial Intelligence / Machine Learning / Neural Networks, Back-end Development, UI/UX
- **Soft Skills:** Project Management, Software Requirements, Proactivity to create, design and develop initiatives, Strategic Planning, Presentations, Analytical Thinking, Self-Learning, Agile workflow (sprints), Integrative Thinking, Teamwork w/ global team, Writing

Other Projects

Rapid Content Creation, trends extraction app – Envato

- Developed a data connector that extracts posts from a list of subreddits in a recent time frame, and outputs all trending topics for a set of item types.
- Fully automated multi model approach using a Clustering Sentence Transformer for the posts, OpenAI custom requests for interpretations in JSON format, and STS Sentence Transformer to identify presence of topics in both Short term and Long term and evaluate "how trending" a topic is.
- Received positively by Subject Matter Experts who have been able to identify numerous valuable and relevant topics from this (to create content for).

Cryptocurrency forecasting with News Scraping and Deep Learning ↗

- Research project for cryptocurrency time series prediction, using news scraping, sentiment analysis and historic values in a double neural network.
- Attention based LSTM and autoencoder LSTM architecture, PyTorch model with custom training loop, MongoDB for NoSQL Database.
- Big Data approach given the amount of news data, tokens and market values from the selected timeframe for model training and validation (3 years).

Natural Language Processing for Time Predictions – CEMEX ↗

- Developed a Tokenizer and Neural Network solution for a Natural Language Processing into Time Prediction problem.
- Worked in Agile Environment with Project Planning, System Development, Testing, Quality Assurance, and Deployment.
- Project components: React.js client, Nest.js server, FastAPI server, SQL Database, Python TensorFlow Keras Solution.