




# GONZALO HERNÁNDEZ

## DATA SCIENTIST - INDUSTRIAL ENGINEER

Creative profile with +6 years of experience in R&D, cross-functional project managements and process redesign. "Challenges are learning opportunities".

### BUSINESS EXPERIENCE

 Berlin (Working Visa holder)

 +49 15750714535

 gonzalohernandez1990@gmail.com  
(Preferred contact method)

 /geehernandez

 /magic-gon



### DIGITAL SKILLS

PYTHON  
SQL  
GCP  
LOOKER STUDIO  
DOCKER  
GIT  
AI

### LANGUAGES



Native



C1



B1



A1

#### Data Scientist, Monks, Data Hub ([www.monks.com](http://www.monks.com))

01.23 - 08.24

- Assembly and tuning of **ML models**, pipelines, and **ETL** tasks. Use of **Jupyter Notebooks**.
- Use of **Google Cloud** environment (**BigQuery**, **Cloud Functions**, **Cloud Build**, **Cloud Scheduler**, **Dataform** -similar to dbt-, etc) to handle **Big Data**.
- Used **OpenAI's** libraries to build a **RAG chatbot** for **NESTLE**. Users asked what they can cook with some ingredients and the chatbot answered with one or more recipes present in a certain text corpus. Use of embeddings with Pinecone and Redis vector database.
- **Have led two R&D teams: Customer Lifetime Value** and **Regressed Based Attribution**. Both teams had 7/10 members from different capabilities (Developers, Analytics Consultants, Data Scientists, Marketers). Led 6 months of research and delivered training for all Data teams.
- Achieved **Salesforce Marketing Cloud Intelligence Accredited Professional** certification.
- Advanced **SQL proficiency**. Regular usage for complex dataset analysis like forecasting and ML modeling.

#### Data Analytics Consultant, Monks

04.21 - 01.23

- **Led over 50+ weekly client meetings** to ensure deliveries on time, gather client requirements, and translate them into technical action items.
- Development and implementation of measurement plans for **Google Analytics**. Event creation and **tagging** through **Google Tag Manager**.
- Built over **30+ dashboards** in **Looker Studio** for data visualization and project presentations.
- Advanced SQL proficiency. Regular usage for complex dataset analysis, daily audience insights and **A/B test performance measurement**. Built over 20+ A/B tests in **Google Optimize** (deprecated).
- Advanced Marketing Analysis: explore main KPIs (ROAS, ROI, CAC, etc) to see trends and insights and provide data for decision-making.
- Participated in Attribution R&D squad. We studied the difference between **Universal Analytics attribution method (Shapley)** and **Markov Chain Attribution**.

#### Professor and Tutor – Product Design, Faculty of Engineering, UBA 03.19 - today

- I lead a **Product Design research and development team**: create a solution (as a product) for a specific problem. **Universal Design**. Ideas generation. **Prototyping**.
- Responsible for **teaching** and **designing course content** focused on empathy and creativity in product design. **Conduct lectures and workshops** to help students develop user-centered design skills and innovative thinking.

Ref: Anibal Cofone +549 11 2160 1420 (Career Director)

## BUSINESS EXPERIENCE - cont.



### CORE SKILLS

TEAM PLAYER

COMMUNICATION

PROBLEM SOLVER

FAST LEARNER

CAN-DO ATTITUDE

### INTERESTS



**Owner**, Ñams Momento Rico 04.20 - 05.21

- **Production** and home delivery of preserves and dips - IG: @nams.momentorico
- **Design** of production **process & product portfolio**. **Logistics** optimization

**Technical Manager**, Ministry of Environment GCBA 05.18 - 03.20

- **Technical and engineering** advice to the Green Centers in charge of processing recyclable material.
- **Reorganization of plant lay-out**. Management of incoming and outgoing material logistics. **Preparation of operating manuals**. Presentation of reports and improvement proposals to management.
- **Led every meeting with cooperatives' managers**, to communicate and implement governments new projects and improvements.

*Ref: Matias Tarando +549 11 5259 5864*

**Management Analyst**, JJ Circuito Cultural 11.17 - 05.18

- **Design and kick-off** of the cultural center management system.
- Structure definition, **operational rhythm**, supplier analysis, stock system creation, **KPIs follow-up**.

**Finance and Fundraising volunteer**, TECHO 02.14 - 11.17  
([argentina.techo.org](http://argentina.techo.org))

- **Managed financial planning**, budgeting, and reporting for the organization.
- **Coordinate with donors, sponsors, and partners** to maintain strong financial support and long-term relationships.

## EDUCATION

**Data Science & IA**, post-degree program **Faculty of Engineering**, Buenos Aires University 07.23 - 09.23

- Artificial Neural Networks and Deep Learning
- Recurrent Networks and Content Generation using Deep Learning Architectures

**Data Science**, post-degree program, Digital House 03.22 - 09.22

- Data cleaning, modeling and analysis
- Data visualization
- Supervised and unsupervised machine learning. Model evaluation techniques
- Geospatial data, text mining and time series. Web scrapping.

**Master en Innovación Social**, Playground + Learning by Helping 11.20 - 01.20

**Master of Engineering - Meng, Industrial Engineering**, Buenos Aires University 2009 - 2015

**Empreending**, Open program on entrepreneurship, Buenos Aires University 2013

**Decision Making**, ProSkills 2010

**High school**, Colegio de la Ciudad 2008