




MARIO VIDAÑA JIMENEZ

PERSONAL PROFILE

Great motivation to continuously enhance my skills and grow professionally. I have full confidence in my capacity for learning, experience, and execution to contribute the most efficiency to the companies and society.

CONTACT

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REFERENCES

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Act. Santiago Clouthier
Data Intelligence Manager at Multimedios
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Act. Mario Jara
CO-CEO at Actfin
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EDUCATION

Actuary

JANUARY 2018 - JUNE 2022

UANL - FACULTAD DE CIENCIAS FISICO MATEMATICAS

- Average: 88
- President of student society in year 2019

EXPERIENCE

Deloitte

Transfer Pricing Consultant

July 2020- September 2022

- I developed an automated web scraping system that significantly reduced operational reporting time by almost 90% for real estate leasing transactions.
- I was granted a double promotion as a result of my exceptional performance and exemplary results.
- Significant accountability towards international clientele of considerable magnitude.

Multimedios

TV Data Intelligence Leader

September 2022 - March 2024

- Implementation of automated reporting and dashboard solutions to enhance decision-making in the television sector.
- Created a system that greatly aids news producers in identifying the most compelling and captivating news stories likely to resonate with the audience with a ML model.

Actfin

CO-CEO and CO-Founder

January 2022 - To the present

- Assisting clients in leveraging data to their advantage and fostering their success through the automation of personalized reports featuring tailored KPIs.
- Utilizing ML models to streamline processes or forecast outcomes.
- Guiding clients in implementing IoT systems for data capture.
- Having garnered satisfaction from over 50 clients is a notable accomplishment.