

Carlos Omar Pardo Gomez

DATA SCIENTIST

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Education

Columbia University

New York, NY

M.S. in Data Science

Sep 2018 - Dec 2019

- Current GPA: 4.04/4.00
- Courses: Machine Learning, Deep Learning, Recommendation Systems, Statistical Inference, Databases, Exploratory Data Analysis and Visualization, Algorithms for Data Science

Instituto Tecnológico Autónomo de México [ITAM]

Mexico City, MX

B.S. in Applied Mathematics

Aug 2011 - May 2016

- Honors: *summa cum laude*
- Thesis: A Bayesian and Nonparametric Quantile Regression Model

Skills

Excellent: Python, R, SQL. **Proficient:** Git, Shiny, \LaTeX , Stan. **Familiar:** Spark, Matlab / Octave.

Professional Experience

Airbnb

San Francisco, CA

Data Science Intern

Jun 2019 - Aug 2019

- Personalized our marketing strategy by training machine learning models that characterize the users landing via paid and organic channels.
- Built time-series dashboards to verify if the peculiarities of each channel remain throughout time.
- Boosted the probability of booking by finding the best sequences of channels, influencing the design of holistic strategies.
- Designed a novel customer-centric metric framework that is the first-ever to account for the possibility of users liking multiple channels.

BBVA MX [Mexico's largest bank]

Mexico City, MX

Statistical Modeler

Jul 2017 - Jul 2018

- Increased the number of investments after automating targeted offers. I achieved this, fitting PySpark models that estimate monthly expenses for each of our users.
- Improved our clients' present and future finances by suggesting personalized actions given their current balance and trend.
- Maximized the bank's profit by estimating the maximum interest rate a given customer is willing to pay for a personal loan, using random forests.

Kantar LATAM [Market research firm]

Mexico City, MX

Junior Data Scientist

Jun 2016 - Jun 2017

- Empowered our clients to figure out the current state and momentum of their brand, as well as anomalies in their KPIs, by building Shiny apps.
- Optimized our clients' media strategy, estimating the effect of different advertising channels in their metrics, using my self-developed R packages.

Datata [Tech startup]

Mexico City, MX

Web Developer

Jun 2015 - May 2016

- Implemented efficient summarizing data algorithms for a real-time analytics platform based on Python.

Data Science Projects

Bayesian and Nonparametric Quantile Regression

ITAM

Github: opardo/GPDPQuantReg

Apr 2018

- Developed an R Package that fits a Bayesian and nonparametric quantile regression model, using Gaussian Processes to capture the trend, and Dirichlet Processes for the error.
- Designed and coded the MCMC algorithm (Gibbs Sampler) to find the posterior estimators and distributions.

Wes Anderson Recommendation System [WARS]

Columbia University

Github: opardo/WARS

Dec 2018

- Trained a recommendation system to find the users that are most likely to watch each of Wes Anderson's films, using Factorization Machines.

Interests

Human behavior, Data Science, Advanced Statistics, Improving decision-making, Machine Learning, Agile management.