

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, Recommender 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 (Pandas, NumPy, scikit-learn, TensorFlow), R (tidyverse), SQL. **Proficient:** Git, Shiny, Stan. **Familiar:** Spark, Matlab.

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 such characteristics remain throughout time.
- Boosted the probability of booking by finding the sequences of channels with the best results, influencing the creation 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, fitting PySpark models that estimate monthly expenses for each of our users.
- Improved our clients' finances by suggesting personalized actions, given their current balance and trends.
- 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 (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 by estimating the effect of different advertising channels on their metrics, using 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

#BlackLivesMatter

Columbia University

Github: opardo/BlackLivesMatter

Fall 2019

- Utilized NLP methods to break down the topics and emotions contained in tweets that talk about the murders of black people by police officers.

Wes Anderson Recommender System (WARS)

Columbia University

Github: opardo/WARS

Fall 2018

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

Bayesian and Nonparametric Quantile Regression

ITAM

Github: opardo/GPDPQuantReg

2017-2018

- 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.

Interests

Human behavior, Data science, Advanced statistics, Improving decision-making, Machine learning, Agile management.