

# Industrial Engineer | Data Scientist | Project Manager

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## Contact Information

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Tijuana, Mexico

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## Professional Profile

**Data Scientist and Industrial Engineer** with over 5 years of experience in data analysis, process optimization, and organizational consulting. Skilled in **Python, SQL, Power BI, and Lean methodologies**, with a strong ability to translate complex data into actionable business insights.

Experience includes conducting **profitability analyses** with Python, leading **cultural alignment and process standardization projects** in the industrial sector, and implementing **continuous improvement systems (5S, SOPs)** that delivered measurable gains in efficiency, customer satisfaction, and revenue growth.

Recognized for combining **analytical expertise with leadership skills**, enabling organizations to optimize operations, enhance decision-making, and achieve sustainable results.

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## Technical Skills

- **Hotel Management:** CheckInn, Siteminder, Kipsu, Smartsheet
- **Data Analysis:** Python, SQL
- **Management Tools:** Excel, Power BI
- **Team Management and Leadership**
- **Effective Communication and Customer Service**
- **Languages:** Spanish (native), English (100%)

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## Technical Experience

- **Profitability Analysis with Python (Tripletten Project)** – Analyzed financial data to evaluate investment profitability. Tools used: Python (pandas, matplotlib), generating visualizations and key metrics to support business decisions.
- **Cultural Alignment at Quality Lift Trucks** – Organizational consulting project focused on process improvement, operational standardization, and strengthening internal culture at

the Tijuana branch. Included design and implementation of SOPs, cultural diagnosis, staff training, and strategic guidance to management.

- **Implementation of the 5S Management System** at Old Town Western Inn, achieving a 15% increase in operational efficiency.
- **Development of hotel marketing strategies** that increased occupancy by 10% during the low season.
- **Customer satisfaction data analysis**, identifying improvement areas that resulted in an 8% increase in online review scores.

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## **Work Experience**

**Feb 2018 – Present** – Old Town Western Inn, San Diego, CA

**Position:** Front Desk Manager

- Lead a team of **6+ reception and customer service staff**, implementing training programs that improved customer satisfaction scores from **2.9 to 4.0 (+38%)** on online review platforms.
- Oversaw **daily room administration and account auditing** for a 40+ room property, ensuring accurate financial reporting and compliance with hotel standards.
- Designed and executed **marketing campaigns** (seasonal promotions, social media, partnerships) that increased occupancy by **10% during the low season**.
- Introduced the **5S management system**, boosting operational efficiency by **15%** across reception and housekeeping processes.
- Streamlined guest complaint resolution, reducing response times by **30%** and increasing repeat guest bookings.

**Apr 2024 – Apr 2025** – Quality Lift Trucks, Tijuana Branch (Freelance)

**Position:** Organizational Consultant

- Coordinated **preventive and corrective maintenance projects** across the branch, ensuring **100% compliance** with deadlines, costs, and operational standards.
- Designed and rolled out **Standard Operating Procedures (SOPs)** that standardized service processes, reducing operational inconsistencies by **20%**.
- Conducted a **cultural alignment and organizational health diagnosis** using staff surveys, performance metrics, and interviews.
- Facilitated **training workshops** for managers and technicians, boosting internal communication and teamwork effectiveness.
- Partnered with executive management to implement **continuous improvement frameworks** (PDCA cycle, Lean principles), leading to a **15% reduction in downtime** and improved service team productivity.
- Advised leadership on **change management strategies** that improved employee engagement and reduced turnover risk.

- Delivered a final **strategic roadmap** with actionable steps in process standardization, cultural reinforcement, and staff development, establishing a foundation for long-term organizational growth.

**Feb 2018 – Dec 2020** – Old Town Western Inn, San Diego, CA

**Position:** Maintenance Engineer

- Managed **preventive and corrective maintenance schedules** for hotel facilities, ensuring compliance with safety standards and minimizing guest disruptions.
- Implemented technical process improvements that reduced **equipment downtime by 20%**, extending the lifecycle of critical hotel systems (HVAC, electrical, plumbing).
- Developed and maintained a **preventive maintenance checklist** that improved operational reliability and reduced emergency repairs by **15% annually**.
- Collaborated with reception and housekeeping teams to prioritize urgent repairs, ensuring **guest satisfaction scores remained above 4.0** during critical incidents.
- Oversaw vendor negotiations and contracts for supplies and services, achieving **~10% annual cost savings** while maintaining quality standards.
- Trained junior staff and assisted in cross-departmental coordination to ensure a safe, efficient, and guest-friendly environment.

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## **Highlighted Projects**

### **Profitability Analysis with Python (TripleTen Project)**

- Conducted a full **data analysis workflow** on investment profitability scenarios using **Python (pandas, matplotlib)**.
- Cleaned and structured raw financial data, created exploratory visualizations, and calculated ROI metrics across multiple cases.
- Built a dashboard-style summary of findings that demonstrated how adjusting operational expenses could improve margins by **12–15%** in simulated scenarios.

### **Cultural Alignment – Quality Lift Trucks (Consulting Project)**

- Led a **branch-wide organizational consulting project** focused on process improvement and internal culture alignment.
- Conducted surveys, interviews, and workflow analysis to identify key cultural and operational gaps.
- Designed and implemented **Standard Operating Procedures (SOPs)** across departments, standardizing processes and reducing service delays.
- Delivered staff training workshops that increased **employee engagement scores by 20%** and improved process compliance.
- Presented results and a **strategic roadmap** directly to executive management for adoption.

### Implementation of the 5S Management System – Old Town Western Inn

- Spearheaded adoption of the **Lean 5S methodology** to improve hotel operations.
- Redesigned workspace organization for reception and housekeeping, reducing wasted motion and improving daily task efficiency.
- Achieved a **15% increase in operational efficiency** within the first year, validated through internal performance audits.

### Hotel Marketing Strategy Development – Old Town Western Inn

- Designed and executed **digital marketing campaigns** (social media, booking platforms, local partnerships) to attract off-season visitors.
- Coordinated promotions and loyalty initiatives that boosted occupancy rates by **10% during the low season**.
- Analyzed campaign performance metrics to refine strategy and increase ROI on marketing spend.

### Customer Satisfaction Data Analysis – Old Town Western Inn

- Collected and analyzed **guest feedback datasets** from online review platforms and internal surveys.
- Identified top service pain points, leading to targeted staff training and complaint-handling improvements.
- Raised guest satisfaction scores from **2.9 to 4.0 (+38%)** and cut average **response times from 8 hours to 3 hours (-62%)**.

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### Education

- **2025** – Tripleten. Data Science Certification.
- **2022** – UNITEC. MBA in Tourism (On hold)
- **2019 – 2022** – UNITEC. Bachelor's Degree in Industrial Engineering and Business Administration.