

Work Experience

National Basketball Association – New York, NY

Customer Data Strategy – International Marketing Team

January 2019 – Present | **Data Science and Business Intelligence Lead**

- 1 - Manage, explore and research, enhance, analyze and model NBA fan data across multiple sources (internal and external) and products;
- 2 - Develop and build tools and applications that allow our business partners and stakeholders have timely and seamless access to the data and its insights;
- 3 - Inform and drive business decisions, with the overarching goal of providing the NBA fan experience (includes leading internal data science culturalization);
- 4 - Manage NBA's Adobe Analytics implementation (tagging, testing and enhancements) and its shared sites, in partnership Turner Media.

Forrester Research – Tysons Corner, VA + New York, NY

Market Insights Group – Data Science Team

August 2016 – January 2019 | **Senior Data Scientist**

- 1 - Worked on customized web data tools for (a) automating search for survey data insights, (b) performing advanced text analytics;
- 2 - Using web scraping and econometrics to model and analyze the the value of brands through the emotions with which brands publicly communicate;
- 3 - Developing a machine learning algorithm that automatically classifies and tags Forrester client inquiries, reports, blog posts, surveys;
- 4 - Using multiple data science areas and techniques to help Forrester clients analyze their internal data and tackle their business questions and problems.

Inter-American Development Bank – Washington, DC

Department of External Relations – Digital Team

April 2016 – August 2016 | **Data Scientist**

Used text and network analytics, data mining and customized algorithms for the production of intelligence reports, including semantic maps of internal and external communication sources, and stakeholder and influencer detection.

Office of Strategic Planning and Development Effectiveness

January 2013 – March 2016 | **Business Analytics Consultant**

Monitored and analyzed loan portfolio and corporate data for upper management through reporting, predictive modeling, network and text analytics, and developed and implemented advanced and interactive visual analytics tools.

Vice Presidency of Sectors and Knowledge

August 2010 – August 2011 | **Operations Consultant**

Department of Human Resources – Leadership Development Unit

September 2007 – August 2010 | **Communications Consultant**

Smithsonian Institution – Washington, DC

2006 and 2007 Folklife Festivals (Center for Folklife & Cultural Heritage)

May 2007 – July 2007 | April 2006 – July 2006 | **Festival Assistant**

United Nations Development Program – New York, NY

Regional Bureau for Latin America and the Caribbean

August 2004 – August 2005 | **Consultant**

Education

George Washington University – Washington, DC

George Washington University School of Business

MS in Business Analytics

August 2013 – May 2015 | GPA: 3.98

Master of Science in Business Analytics Award for Excellence

Recipient of BAAC Scholarship

Beta Gamma Sigma Honor Society

Northwestern University – Evanston, IL

Medill School of Journalism & IMC

MS in Integrated Marketing Communication

September 2011 – December 2012 | GPA: 3.86

Specialization in Marketing Analytics and Brand Management

Recipient of Robert E. Buchanan Award for Academic Excellence

University of Virginia – Charlottesville, VA

Bachelor of Arts and Sciences

Majors in Economics and Latin American Studies | Minor in History

August 2000 – May 2004 | GPA: 3.477

Graduated with Highest Distinction (Summa Cum Laude)

Lycée Français de New York – New York, NY

French Baccalaureate | High School Diploma

Specialization in Economic and Social Sciences (Mention Bien)

September 1996 – June 2000

Languages

English (10/10)

Spanish (10/10)

French (9/10)

Portuguese (3/10)

Design

Graphic Illustration (9/10), Cinema 4D (5/10)

Presentation Power Point (10/10)

Photography Photoshop (6/10)

Video Premiere + After Effects (6/10)

Highlighted Projects

Survey Highlighting Algorithm

Customized data tool where a chosen a group of interest, within any Forrester survey, is tested through thousands of variables (with statistics and machine learning methods), and the strongest predictive relationships are highlighted.

Emotion Detection Algorithm

Customized algorithm to detect emotions (or any other semantic framework) in text data using a combination of API calls, network analytics and word embedding algorithms.

SEM Brute Force Algorithm

Customized algorithm that maps and tests all possible variable combinations structural equation models (up to tens of millions), outputs and plots the results of the best ones.

Data Science Proficiency

