

Samuel Caballero Lopez

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 LinkedIn

 Portfolio

ABOUT ME

I transform complex data into strategic value. My solid background and practical experience have equipped me with the necessary tools to achieve this, including model building, data visualization, and process automation. My goal is to apply these skills to drive profitability, optimize decision-making, and contribute directly to a company's growth.

ACADEMIC BACKGROUND

Master.D
Master in Big Data & Business Intelligence
University of Granada
Sociology degree

ADDITIONAL TRAINING

- Google Data Analytics Professional Certificate
- Google Business Intelligence certificate
- Improve decision-making with data: Power BI - Santander
- BI Dashboards with IBM Cognos Analytics and Google Looker course - IBM
- Scrum Manager (expert level)
- Neural Networks with Python and Tensorflow course
- Blockchain Basics course - University at Buffalo
- Marketing Software course- HubSpot

PROFESSIONAL EXPERIENCE

INTERSHIP: SIDN DIGITAL THINKING (January 2025 - July 2025).

- I enhanced **digital marketing** decision-making and campaign performance by creating predictive **machine learning** models with **Python**.
- I accelerated data accessibility and comprehension for teams and clients by **automating** the execution of the code that updated interactive dashboards using **Github** tools. I did this using **Power BI**, **Looker Studio**, and **Google Sheets**, which facilitated metric tracking.
- I optimized the sending of **marketing campaigns** to clients by developing tools based on **Artificial Intelligence**.
- I contributed to client **database** management and supported the development of a **web application** for our corporate clients' customers. I accomplished this by using **BigQuery** for the management of these clients' databases.

INTERSHIP: VEGA SIERRA-ELVIRA CONSORTIUM (April 2023 - June 2023).

- I collaborated on the management of **public grants**, ensuring the correct processing and tracking of procedures.
- I developed communication and negotiation skills through direct contact with **political bodies**, which helped to streamline the approval of **projects** and **resources**.

TECHNICAL SKILLS

- | | |
|----------------------------|------------|
| • Python | • SQL |
| • R | • BigQuery |
| • Machine Learning | • NVivo |
| • Spark | • ATLAS.ti |
| • Power Bi / Looker Studio | • SPSS |

SOFT SKILLS

- | | |
|---------------------|-----------------------|
| • Adaptability | • Collaboration |
| • Time management | • Analytical thinking |
| • Agile methodology | |

LANGUAGES

Spanish:
Native

English:
B2