Salina Najera

619.213.6495 | salina.najera@gmail.com | Wildomar, CA |

PROFESSIONAL SUMMARY

Detail-oriented and analytical Data Science Master's graduate with experience in strategic data analysis, machine learning, and business intelligence. Proven track record in data-driven decision-making, predictive analysis, and delivering actionable insights. Proficient in Python, R, SQL, and Power BI, with demonstrated ability to translate complex datasets into business strategies. Seeking to leverage technical expertise and business acumen as the next Associate Data Scientist at Cengage Group.

Technical Skills:
- **Programming Languages:** Python, R, SQL
- **Data Analysis:** Pandas, NumPy, SciPy
- **Machine Learning:** Scikit-Learn, TensorFlow, Keras, PyTorch, XGBoost, LightGBM, Fastai
- **Data Visualization:** Matplotlib, Seaborn, Tableau, Power BI
- **Big Data Technologies:** Hadoop, Spark, Hbase, Nifi, Kafka
- **Collaboration Tools:** Jupyter Notebook, Google Colab
- **Database Management:** MySQL, MongoDB
- **Version Control:** Git, GitLab
- **Business Intelligence:** Power BI, Tableau

PROFESSIONAL EXPERIENCE

Enterprise Account Executive (Remote)   7/2023 – Present
Infosec, Cengage Group

- Acheived quarterly sales targets by using data science techniques such as customer segmentation and predictive analysis for strategic account planning.
- Managed a portfolio of enterprise accounts, leveraging data-driven insights to identify opportunities and provide tailored cybersecurity solutions.
- Negotiated high-value deals by applying market analysis and data visualization tools, achieving increased annual revenue.
- Collaborated with product and marketing teams to develop customer-centric cybersecurity packages based on market needs.
- Conducted in-depth market analysis using advanced analytics tools to identify trends and forecast market growth.

Sales Representative (Remote)   6/2020 – 7/2023
Ed2go, Cengage Group

- Achieved 176% of the enrollment goal and earned the Honors Club Award twice consecutively.
- Specialized in Data Science, AI/Machine Learning, and IT programs, advising students on suitable career training programs.
- Identified funding opportunities for applicants through federal and state grants.
- Managed a pipeline to exceed monthly and quarterly enrollment goals, utilizing a strategic data-driven approach.

EDUCATION & CERTIFICATIONS

Salina Najera

Master of Science in Data Science / Bellevue University, Bellevue, NE **Graduation Date: 6/2/2024**

Graduate Certificate in Data Science / Bellevue University, Bellevue, NE **5/2023**
Coursework includes Statistics, Data Visualizations, Predictive Analysis, Programming in Python and R

Bachelor of Science in Organizational Management / University of La Verne, La Verne, CA **3/2022**
Department Honors, Organizational Management

PROJECTS & RESEARCH

- **Market Trends Forecasting:** Conducted predictive analysis using machine learning models such as XGBoost and LightGBM to identify market opportunities.
- **Customer Segmentation Analysis:** Developed custom segmentation models using Python and SQL for targeted marketing strategies, increasing customer engagement.
- **Actionable Insights Dashboard:** Built interactive dashboards using Power BI and Tableau for stakeholders, providing clear insights into business performance.

PROFESSIONAL DEVELOPMENT

Lean Six Sigma Process Improvement Certification **9/2022**