Ulises Jimenez

US Citizen

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Digital version of this resume @ https://resume.ulisesjimenez.com

PROFESSIONAL EXPERIENCE

Lead Data & Analytics Engineer   November 2018 - Present
Berlin Brands Group, Berlin, Germany

- **Data Engineering –** Established new data science team to create and implement computing, reporting, and ETL infrastructure in order to automate all report generation and data refreshing across all teams. Led to a reduction in 1000s of man hours used on repetitive reporting tasks across the company and live hourly update capability on metrics such as customer activity, orders, advertising spend, and customer churn.

- **Customer Retention and Lifecycle Modeling** - Implemented infrastructure to monitor past purchase behavior and predict probability of future purchase behavior and future churn behavior. Reduced churn rate by ~9% by implementing e-mail campaigns combined with targeted price reductions based on past purchasing behavior and implementing APIs used for a targeted pop up and voucher system.

- **Price Optimization Application** - Created application to model product price elasticity and monitor price discrepancies among a 5000+ product portfolio spread out across 80+ web shops and platforms. Automated Alerts and price change recommendations help product managers to find price discrepancies and correct and optimize.

Data Science and Automation Lead   May 2016 - October 2018
Nu3 GmbH, Berlin, Germany

- **Automated Bidding Algorithms -** Authored several Google Ads bidding algorithms and end to end data pipelines taking into account past bid history and measures related to user behavior in order to increase conversions by ~10% with no increase in spend

- **Customer Lifetime Value Modeling**- Implemented regression and classification models to identify channels where high lifetime value customers where being acquired and adjust spend programmatically. Created mechanisms to identify 'at risk' customers to decrease churn rate by ~20%

- **Dashboard Creation and Analysis Automation –** Created dashboards using Django to keep continuous track of key marketing measures including estimated daily customer LTV generated by new customers, daily churn, daily cost, and other important strategic KPIs

Data Scientist   August 2015 - April 2016
KAYAK, Berlin, Germany

- **Automated Bidding Algorithms -** Worked on writing ETL pipelines, unit tests, anomaly detection, and algorithm development in order to programmatically manage AdWords accounts

- **Dashboard Creation** - Created dashboards to keep track of results of AB testing on the site. Included automated statistical validation of results

- **ETLS –** Created many end to end data pipelines so stakeholders could see daily or hourly updates on KPIs that impacted their projects

EDUCATION

BERLIN SCHOOL OF ECONOMICS AND LAW

Berlin, Germany
Master of Science in International Finance   2012 - 2014

UNIVERSITY OF CALIFORNIA at Santa Cruz

Santa Cruz, California
Bachelor of Arts: Global Economics and Mathematics   2006 - 2011

Programming and Statistical Skills

- Python:

  - Django, pandas, airflow,
    backend development

- Javascript

  - vuejs, react

  - react native

- SQL

- Git

- Ansible

- bash

- Linux