

ALFONSO VILLALOBOS

DATA SCIENTIST & BUSINESS DEVELOPMENT MANAGER

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EDUCATION

Masters in Data Science (MBA) | Southeastern University, Florida | **GPA: 4.0**

Apr 2025

Bachelors in International Business | Southeastern University, Florida | **GPA: 3.8**

Apr 2024

EXPERIENCE

Business Analyst | Business Development Manager | Doriscar Capital Group

Jan 2025 - Present

- Segmented over 5,000 high-potential clients using Census and financial data, improving targeted outreach efficiency by 40%
- Built predictive models in Jupyter Lab with over 98% accuracy, enhancing decision-making across three core business functions
- Launched Doriscar Capital Institute, delivering education and capital access to 1,200+ individuals within the first operational year
- Created a scalable analytics-driven model, boosting client acquisition by 30% and portfolio performance by 25%

Graduate Assistant | Southeastern University, School of Business

Aug 2024 - Present

- Delivered instruction to 100+ undergraduate students, improving average class performance by 15% through tailored support materials
- Conducted quantitative and qualitative research across 3+ projects, organizing datasets and boosting analysis efficiency by 30%
- Co-authored 2 academic publications and presented findings at 2 institutional research forums, enhancing departmental research visibility
- Supported faculty on projects, contributing to research design, data synthesis, and accelerating project completion by 20%

Digital Marketing Consultant | Colegrowt Solutions

March - August 2024

- Increased client ROI by 35% by developing and optimizing targeted digital marketing strategies across SEO, email, and paid media
- Improved campaign conversion rates by 20% through performance analysis using Google Analytics, Looker Studio, and A/B testing insights
- Collaborated with 5+ departments to align marketing strategies with business objectives, reducing campaign launch delays by 30%
- Streamlined marketing operations by implementing feedback loops, cutting strategy revision time by 25% and improving agility

Client Executive (Intern) | Knight & Pawn Consulting

December 2023 – January 2024

- Created marketing materials and reports that increased client brand visibility by 25% and boosted engagement across digital platforms
- Conducted data analysis for 10+ client campaigns, improving targeting accuracy and campaign performance by up to 30%
- Developed 15+ executive reports that supported strategic decisions, influencing \$500K+ in marketing and business development investments
- Contributed to international business expansion into 3 new markets through competitive research and high-impact content creation strategies

Sales Representative | Omega Promotions Inc

November 2019 – April 2020

- Generated \$4,000 in sales on launch day, setting a record for first-day performance and exceeding initial targets by 100%
- Maintained a consistent daily sales average of \$2,000, contributing significantly to sustained overall revenue growth
- Ranked among top performers in a high-volume, fast-paced sales environment, driving customer engagement and repeat business
- Leveraged persuasive communication and product knowledge to exceed weekly sales goals by 20% over a 3-month period

EXTRACURRICULAR ACTIVITIES

- Captain:** Baseball Team, Galveston College | Southeastern University
- President:** Student Government Association, Galveston College
- Volunteer:** Galveston College Food Drive and Access Church in Lakeland FL
- House Speaker:** Student Government House of Representatives, Southeastern University
- Developed a Marketing Practicum Curriculum to promote SEU athletics using skilled students

TECHNICAL SKILLS

- Data Techniques:** Predictive modelling, Regression, Segmentation, Data Wrangling, Dashboarding, Dimension Reduction (PCA,t-SNE, UMAP) , Feature engineering, Geospatial Visualization, Prompt Engineering
- Programming & Analytics:** Python, R, SQL, Jupyter Lab, Tableau, Scikit-learn, pandas, numpy, matplotlib, seaborn, Plotly Express, Voilà, TensorFlow, Keras, scikit-image, PyTorch, Hadoop, KNN, DBSCAN, HDBSCAN
- Productivity Tools:** MS Excel, PowerPoint, Word

CORE COMPETENCIES

Business and Financial Data Analysis | Neural Network Development | LLM | Predictive Modelling | Customer Segmentation | Strategic Planning | Business Model Development | Deep Learning | Ai Engineering| Multilingual Communication | International Business Development | Data-driven Decision-Making | Software Engineering| Market Research & Trend Analysis | Eigenface| Clustering | Strategic Growth Planning | Performance Optimization | Client Relationship Management | Research and Reporting | Leadership and Team Coordination | Machine Learning | Data Validation | Sales Forecasting |

LANGUAGES

English: Fluent | **French:** Fluent | **Spanish:** Fluent