

FERNANDO VARELA ROMAN

📍 Monterrey, N.L. ✉ fvr2808@gmail.com ☎ 777 107 7851 in [Fernando Varela Roman](#) 📁 [Portafolio](#)

Education

Tecnológico de Monterrey (ITESM)

B.Sc. in Data Science and Mathematics

Monterrey, N.L.

Jul 2021 – Jul 2025

Tecnológico de Monterrey (ITESM)

Diploma in Economy and finance

Monterrey, N.L.

Aug 2024 – Dec 2024

International Program (Anglo American University)

International Relations / Argumentation and Debate

Prague, Czech Republic

Jun 2024

Experience

Inventory, Sales and Marketing Coordinator

Impulsora del Sur

Mexico City, MX

Aug 2019 – Jun 2022

- Conducted periodic inventory surveys to ensure accurate stock control and product availability.
- Automated data collection and preprocessing pipelines using Python and SQL for real-time analytics.
- Conducted statistical analyses and A/B testing to evaluate the effectiveness of marketing strategies.
- Led and coordinated the sales and customer service team to deliver outstanding client experiences and maintain high service standards.
- Conducted financial analysis and accounting estimates using Excel.

IT Cybersecurity Intern

FEMSA-OXXO

Monterrey, NL

Aug 2023 – Dic 2023

- Detected, monitored, and documented security alerts to proactively identify system vulnerabilities and potential threats.
- Played a key role in strengthening cybersecurity posture through continuous threat assessment and incident reporting.
- Created and maintained awareness platforms to educate users on best practices in computer security.
- Facilitated effective communication between end users and the IT team to promote a culture of cybersecurity and prevention.

Projects

NLP Based Automated Classifier - Ternium (ITESM)

Jan 2023 - Aug 2023

- Designed and implemented a data-driven model in Python to identify recurring errors, their root causes, and consequences within the database.
- Optimized database usage by developing analytical tools to enhance model performance and error detection.
- Evaluated and compared different machine learning models to support decision-making and improve predictive accuracy.
- Streamlined the identification of patterns and anomalies to assist in debugging and system improvement efforts.

Deep Learning for Fashion Image Classification - Research Project (ITESM)

Jan 2023 - Mar 2023

- Developed and trained two neural network architectures (CNN and feedforward) on the Fashion MNIST dataset to perform multi-class image classification.
- Achieved 92.1% accuracy with the CNN model, outperforming the feedforward model (87.8%) in precision and generalization.

Skills

Technical: Deep Learning, SQL and NoSQL, Machine Learning, Time Series Forecasting, Big Data.

Soft: Project Management, Teamwork, Adaptability, Organization, Problem Solving, Leadership.

Software: Python, Swift, R, C++, HTML, ReactNative, Power BI, Node.js, Tableau, Excel, Git, Docker, Minitab, MATLAB, Adobe Photoshop Cs6.

Languages: Spanish (C2), English (B2).