JAQUELINE RAZO

Worldwide | [LinkedIn](#) | [jaquelinerazo.ordaz@gmail.com](#) | [Personal Website](#) | [GitHub](#)

SKILLS

Languages: Fluent in Spanish and English
Programming Languages: Python, SQL, HTML, CSS, JavaScript.
Hard Skills:
    Math: regression analysis, probability, statistics.
    Libraries: NumPy, pandas, beautiful soup, scrapy, sklearn, statsmodel…
    Data transformation: Excel, Jupyter Notebooks, Google Colab, Visual Studio Code
    Data Visualization: Tableau, Google Data Studio, Power Bi
    Big data tools: Apache Spark, Docker, Databricks
    Cloud Computing: AWS, Azure, Google Cloud
    Web Development: WordPress, Git & GitHub, Copywriting, UX Design, User Research, Adobe Photoshop / Lightroom / Filmorax, Google Analytics
Soft Skills: analytical and problem-solving skills, project management, effective communication and stakeholder management, leading cross-functional teams, strategic mindset, negotiation, googling.

CERTIFICATIONS

[Innovation Virtual Microsoft México](#) – Data Science - **AZ900 Microsoft Azure ID 991783187**
  - Created data science projects from scratch using available datasets such as those from Kaggle, the UN, the US government, etc., Azure technologies, and big data tools.

200-101: Meta Certified Marketing Science Professional
Keywords: measurement strategies, consulting, data manipulation, experimental design, marketing recommendations

WORK EXPERIENCE

[Hearts & Science](#) Nueva York, USA - **Remote**

Marketing Science Supervisor | 2023 – Present
- Developed and implemented ETL pipelines for modeling and analytics initiatives using Amazon Redshift.

  - Curated data for marketing models, specializing in Multi-Touch Attribution (MTA) while overseeing Marketing Mix Modeling (MMM) and Last Touch Attribution (LTA).

  - Managed data for all marketing campaigns in the consumer business model, including Fiber, National Mobility, Local Mobility, and Corporate for main client **AT&T USA.**

  - Successfully handled an annual budget exceeding $1.5 billion dollars.

- Created comprehensive Tableau Dashboards to facilitate business decisions and present ROI results to stakeholders, highlighting the team's continuous efforts.

- Proficient in concepts related to data ingestion pipelines and data storage, including Data Warehousing, and Data Lakes.

- Possess knowledge and practical experience in validating data management systems.

- Recruited and trained a data-oriented team, fostering motivation, independence, efficiency, and the ability to work under pressure with a solid sense of priority setting.

- Applying solid project management skills to handle multiple projects in a fast-paced environment.

- Skills include data cleaning troubleshooting, support in performance tuning and optimization, and bottleneck problem analysis.

Senior Marketing Science Analyst | 2022 – 2023
- Automated QA analysis using python scripts and Power Automate which reduced number of major incidents by 95%.

- Lead an international team of 4 people to manage, operate, and support the engineer process of data extraction.

- Constructed a comprehensive monthly forecasting model to allocate budget to different partners based on historical data, seasonality, and campaign goals for main client **Hallmark**.

- Prepared and presented weekly, monthly, quarterly, and campaign reports to CMOs.

- Structured KPIs based on measures that contribute directly to the organization's objectives.

- Collaborated in the strategy of marketing campaigns among different channels like Google Ads, TV, social media, geolocation, and in-app solutions.

- Created learning agendas, based on machine learning methodologies, as a continuous improvement of story delivery to the target audience.

- Trained the MarTech team on the use of advanced Tableau features.

Web Developer - Remote

Freelance | 2021- Present

- Developed and managed dynamic web pages using HTML, CSS, JavaScript, and Web CMS, provided training for website updating, ensured technical feasibility of UI/UX designs, collaborated with national and international clients like [United Nations MÉXICO](#) (UNODC), and created custom responsive WordPress sites with advanced features.

Data Analyst

Capital Digital CDMX, México | 2021

- Data extraction with MySQL, Facebook API (JSON), Google Analytics API, Twitter API, YouTube API, Emplifi, Web scraping, and Automation Scripts.

- ETL: Data cleansing for analysis by removing duplicates, errors, or outliers via Excel, Power Query, and Python (Jupiter Notebook, Google Colab).

- Created a system that allows the tracking of KPIs assigned to editors and content creators of brands such as Pictoline, Chilango, Unocero, Local, Travesías, DeMemoria and Sopitas. Subsequently, this data was transformed into weekly and monthly reports that HR and Finance departments use to measure employee performance and ROI, helping to have a better overview of the company's efficiency and profitability, and control the content that is published in the different channels.

Project Manager

RBN Trade Mexico CDMX, México | August 2019 - November 2020

- Participated in agricultural product export to China, managed communication with foreign clients and customs regulations, facilitated bilingual communication via video conferences, and coordinated brand benchmarking across international markets to enhance opportunities for Mexican agricultural products.

Sales & Fashion Consultant

Massimo Dutti, INDITEX | November 2018 - June 2019

- Achieved budget compliance, enhanced customer acquisition and retention through improved communication and empathy, boosted sales and profitability via online orders for underrepresented products, and optimized store layout for increased customer engagement and sales.

EDUCATION

Bachelor in Global Business | Tec de Monterrey, campus Ciudad de México

Computer Systems Engineering | TecMilenio

Exchange Programs: Wilfrid Laurier University, Ontario | Summer 2017, Mérici collégial privé, Quebec | Summer 2018, Altınbaş University, Türkiye