

GARY F. MARTIN

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Portfolio: <https://www.garymartin-portfolio.com/>

Work Permits: European Union and Panama

PROFESSIONAL SUMMARY

Motivated, responsible and business-minded professional, with 3+ years of experience and a demonstrated aptitude for data science, business intelligence, analytics, strong quantitative skills, advance predictive modeling and great experience with large data sets. Advanced in Python, R, SQL, Tableau, Statistics, Business Analytics, Data Science, Open Data, and Data Mining. Demonstrated experience and technical knowledge in Machine Learning, Deep Learning, NoSQL, Hadoop, Spark, Scala, Big Data, Cloud, Text Mining, Social Networks, Web Scrapping and more. Strong problem-solving and analytical skills with a passion for operational excellence, problem-solving and continuous data-driven improvements.

PROFESSIONAL EXPERIENCE

DATA SCIENCE & BI CONSULTANT

MADRID, SPAIN

Pinturas AYA

JAN. 2022- MAR.2022

- Following the CRISP-DM methodology for Data Science projects, I helped Pinturas AYA increase sales by 23%.
- I developed a series of business intelligence tools, including 2 interactive Dashboards to monitor orders from clients with Tableau. Both Dashboards include a Navigation Button to a second dashboard screen with the RFM analysis, visually presented, for management to deliver personalized attention to their clients depending on their RFM status and value.
- Built multiple Machine Learning and Deep Learning models with Pycaret, Facebook Prophet, and Keras to predict sales and customer demand, compared the models results, and tuned the parameters for the winner.
- Project consisted in delivering the client 2 Data Science Reports, composed by an Exploratory Data Analysis, a customer analysis using RFM segmentation, building and deploying 2 interactive dashboards, creating a series of Machine Learning models and suggested actionable steps to follow with top management, sales and marketing department, and their clients.

PRAXIS COMUNICACIONES, S.A. (MEDIA AND EDUCATION) WWW.HOLAPRAXIS.COM

PANAMA CITY, PANAMA

Cofounder & Business Development

MAY 2017-JAN.2022

- Built the data strategy and reporting infrastructure from the ground up to provide valuable insights into the products, marketing strategy, RFM analysis for segmenting customers and developing sales strategies, and other business KPIs.
- Built a company valued at +\$150 000 with two investment offers to buy the company.
- Prepared weekly status reports for 12-20 projects weekly, maintain business intelligence reports and develop new products driven by data to fulfill and personalize customer's needs.
- Manage operations, resources and lead my team at Praxis, sales, expansion plans, developing partnerships, strategy, etc.

TVN MEDIA

PANAMA CITY, PANAMA

Executive Data Analyst – Business Intelligence Department

OCT. 2017- JAN. 2019

- Analyzed data from 500 000 monthly active viewers to guide business and marketing decisions; increased web traffic by 30% on average and achieved a 25% decrease in the web's Bounce Rate from users.
- Extracted, analyzed, visualized and reported data by building dashboards and reports. Communicated effectively insights and reports to top management in order to find new ways to optimize strategies and identify opportunities.
- Developed new and existing products driven by data and insights, acquired through primary and secondary research.

PUBLICIS GROUPE PANAMA

PANAMA CITY, PANAMA

Media Analyst – Media Department

JAN. 2015- JAN. 2017

- Analyzed the competition and defined strategies with the Planner and creatives in order to achieve the client's objectives.
- Worked with senior practice management staff to optimize reach and costs of advertising campaigns.
- Increased number of leads for the Nescafé campaign on the Super Bowl in February 2016 by 25%.
- Worked directly with Movistar and Nescafé, developing their advertising campaigns with the Publicis team.

EDUCATION

Master in Big Data and Business Analytics

MADRID, SPAIN

UNIVERSIDAD COMPLUTENSE DE MADRID

FEB. 2021 - FEB. 2022

Excelled in Statistics, Python, R, Tableau, Machine Learning, and Deep Learning

International MBA

MADRID, SPAIN

IE BUSINESS SCHOOL

SEP. 2019 - DEC. 2020

LANGUAGES

English (Advanced); **Spanish** (Native); **R** (Advanced); **Python** (Advanced); **Tableau** (Advanced); **SQL** (Advanced)

OTHER INTERESTING INFORMATION

- Leadership Fellowship at Notre Dame University for the Young Leaders of the Americas Initiative 2018
<https://ylai.state.gov/> - <https://cutt.ly/VIMJGVk>
- Mentioned in Psychology Today (Jan. 2018) <https://cutt.ly/jIMJ5RT>
- Co-creator of the “Politician’s Guide” Open Data Project at www.espaciocivico.org
- Advanced Open Water Diver (Since 2016)