



Brenda Olivia Rangel Barrón



PROFESSIONAL DEVELOPMENT



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ACADEMIC FORMATION



Sept 2022 - April 2024

Master's degree in Finance

- Tecnológico de Monterrey, Campus Monterrey

Aug 2016 - July 2021

Bachelor's degree in Business Informatics

- Tecnológico de Monterrey, Campus Monterrey
- Honorable Mention of Excellence - Best Average Grade
- GPA: 4.0 (98/100)

Sept 2019 - July 2020

ESB Business School & INF Informatics

- Hochschule Reutlingen, Germany
- DAAD German government scholarship for exchange studies

08/2022 - Ongoing

IT Business Developer - Nuxio Solutions

- Compiled and analyzed data and processes to troubleshoot problems and identify areas of opportunity within developments.
- Development of product & features ideas based on constant industry trend monitoring and requirement analysis.
- Follow up with clients and taking lead on project management, as needed.

08/2021 - 08/2022

Data Scientist - Principal Financial Group

- Developed machine learning models for marketing and retention efforts within the afore & investment funds services.
- Resolved business inquiries from different departments through advanced analytics and statistical proof.
- Creation of interactive dashboards to properly display models' results to application users.
- Reduced dashboard updating process for predictive models in the development stage by 70%.

08/2020 - 12/2020

CEMEX - Data Scientist Project Associate

- Designed & developed indicator system using SAP, SQL and Tableau for production tracking efforts.
- Created predictive model using python to aid in the quality control process of cement production.
- Recommended and consulted with head management requirements for data quality reinforcement and model implementation.

02/2020 - 07/2020

Hugo Boss - Global Controlling Department Intern

- Prepared, optimized and automatized relevant retail KPI analysis and reports using SAP and Excel VBA .
- Created market and competitor sale analysis for store opening in China.
- Recreated Weekly Sales Report and reduced delivery time by 65%.

CERTIFICATES

04/2022 (Renewed 04/2024)

Certified Azure Data Scientist Associate
Microsoft



12/2021 - 02/2021

Apache Spark (TM) SQL for Data Analysts
Databricks

12/2021 - 02/2021

Introduction to Data Science with Python
University of Michigan

EXTRA ACADEMIC FORMATION

08/2018 - 08/2019

Student Association of Business Informatics (SAINT); Board Member

- In charge of internal organization of tasks and events

08/2016 - 12/2018

Association of Computer Machinery (ACM) Mty; Vice-President & Treasury Board

- Creation of budgets and purchase orders, follow up with suppliers & sponsors, logistical organization of foreign transportation
- Awarded "Best Student Project 2018" by ITESM University

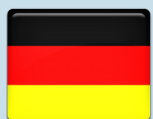
LANGUAGES



NATIVE SPEAKER



TOEFL 650



B1 CERTIFICATE / B2 DIPLOMA

PROGRAMS / PROGRAMMING LANGUAGES / PLATFORMS

- HTML
- CSS
- Git
- Tableau

Beginner

- PowerBI
- C++
- Azure Data Studio
- Databricks
- R

Intermediate

- Python
- SQL
- VBA

Experienced