

# GABRIELA ESPINOZA PICADO

MSc in Information Technology|Data  
Analytics|Data Science|e-Learning

## PROFILE



Interdisciplinary professional with expertise in economics, tech, data science, and data analytics, I am passionate about using data to drive innovation and solve complex problems. With excellent communication and collaboration skills, I am able to work effectively in interdisciplinary teams to lead and inspire creativity and innovation.

## CONTACT



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## LANGUAGES



- English: Advanced
- French: Intermediate
- Portuguese: Beginner
- Spanish: Native
- German: Beginner

## TOOLS



- R
- Python
- SPSS
- Tableau
- MySQL
- Power BI
- HTML
- CSS
- JavaScript
- UX
- UI

## EDUCATION



### MSc in Information Technology (IT)

University of Palermo

2018-2022

Thesis on low female participation in STEM education programs and careers, applying machine learning techniques. GPA 10

### MSc in Gender Studies

University Tres de Febrero

2020-2021

### Licenciate in Economics

University of Costa Rica

2008-2014

Thesis on the impact of the quality of secondary education, public or private, on the performance of university students.

I developed statistical models to analyze the difference in the final math grades taking into account variables such as: gender, type of public or private school, type of career, etc.

Research helped to promote public policy decisions within the University of Costa Rica, in order to reduce a possible social gap.

## EXPERIENCE



### Full Stack Data Scientist & Analyst

Global GAP A.S.A./July 2022- Present

As a Data-Driven Professional at a growing consulting firm, I am responsible for overseeing all aspects of data management, analysis, and visualization. My expertise in UI/UX design and visualization allows me to create compelling visualizations that effectively communicate insights to clients. I have designed and implemented efficient ETL processes, performed advanced analytics, and maintained and optimized the data infrastructure. I have also developed custom tools and applications to improve data-related workflows. My ability to work independently and adapt to new challenges while collaborating closely with clients has helped drive a 30% increase in revenue for the firm.

### Data Science tutor

CoderHouse/February 2023- Present

Machine Learning models with a strong foundation in theory and practical experience in building predictive models for various industries. using Python.

### Data Science & Analyst

Technical Directorate of Records and Databases

Ministry of Women, Gender and Diversities/March 2021- Dec 2022

As a lead Data Analyst, I have extensive experience in managing large-scale data migration projects, implementing efficient architecture and processes, and utilizing my expertise in text mining, machine learning, and data analysis to drive success.

I was able to improve the migration process by 70% within 5 months by implementing various measures to ensure data accuracy and completeness. Additionally, I created a text mining project for a national scale WhatsApp chatbot, handling millions of data on a daily basis using Python and SQL. This project greatly improved performance by 80% within just 2 months, due to its ability to resolve issues in a timely manner. Additionally, I have experience in collecting, analyzing, and visualizing data from various sources, utilizing tools such as Power BI, Tableau, and SQL.

## OTHER KNOWLEDGE



### R for DataScience

Universidad Torcuato DiTella  
2018

### Data Science

Escuela Argentina de Nuevas Tecnologías (EANT)  
2017  
Machine learning and deep learning tools.data

## ONLINE EDUCATION



### Digital Journalism

Reuters  
2021

### Google Cloud

Google  
2023

### Project Management Principles and Practices

Yale University  
2022

### Digital Marketing

Udemy  
2020

### Copywriting

Coursera  
2022

## OTHER EXPERIENCE



### 45th Commission on Population and Development

United Nations (UN)  
Nueva York, Estados Unidos|Abril 2012-Abril 2012  
Representative of Latin America in the Forty-fifth  
Commission on  
Population and Development 2012, about Sustainable  
Development  
Goals from the youth perspective.

### Economic research

Estado de la Nación & Centro de Investigaciones  
Económicas y Ambiente (CIESA)|March 2011-September  
2013

## VOLUNTEERING



- Mentor in technology to people with disabilities to help in their social and labor inclusion. Teaching digital design, Excel, data manipulation, etc.
- VI Congreso Centroamericano de ITS/HIV/AIDS (CONCASIDA).
- Refugio de Vida Silvestre Caño Negro.

## EXPERIENCE



### Data Analytics Professor

JUMP |July 2022- December 2022

As a professor of Data Analysis at a non-profit organization focused on closing the digital gender gap, I have successfully taught hundreds of students how to use powerful data tools such as SQL and Power BI. I was responsible for creating comprehensive course content and methodology, as well as selecting relevant topics and examples to ensure my students received a well-rounded education. My efforts were met with high levels of student satisfaction and approval, and I am proud of the positive impact I made in this role. My strong ability to teach and inspire others is reflected in my exceptional student retention rate of 90% and graduation rate of 85%, which are both significantly higher than industry averages.

### Data analytics tutor

CoderHouse|January 2022- April 2022

Using relational databases through SQL, as well as development of dashboards in Power BI.

### Data Analysis and Research

Directorate of the Permanent Household Survey (EPH - INDEC)  
National Institute of Statistics and Censuses (INDEC)|April 2019-  
January 2020

I conducted research on a variety of topics including population, gender, employment, income, and development using Python, SQL, and R. I worked with a large amount of data on a national scale and used Data Science methods such as megadata extraction, database generation, data quality analysis, data visualization, data modeling, statistical analysis, and benchmarking to conduct quarterly analysis of the Permanent Household Survey (EPH). My expertise in Data Analytics and Data Science allowed me to be one of the first professionals to use code to improve the analysis of large national datasets. I was able to improve the accuracy and efficiency of the data analysis process by 30%, which led to more accurate and reliable statistical findings for the National Institute of Statistics.

### Data Analytics

Avival S.A.|August 2017-September 2020

My background in consulting has given me a deep understanding of market research and consumer behavior, enabling me to evaluate and measure the effectiveness of various marketing strategies. I have experience in executing campaigns across multiple platforms and channels such as Social media, Email, Content, etc. I am familiar with industry-standard tools such as Google Analytics, Adobe Analytics, and Market to track, measure and analyze performance. I am also well-versed in using web design and development best practices to optimize online presence and improve user experience.

### Consultant Data Analytics

Fundación Huped |October 2020-December 2020

As a consultant, I provided expertise on the data for a webapp developed by a NGO dedicated to prevention and research of HIV. The webapp provided updated data on HIV testing and infectology care locations around the country, including information on which places were operating in the context of COVID-19.

### Bussiness Inteligence

Practia Global|January 2018-June 2019

I have experience using the Power BI tool to manage megadata and convert it into useful information for decision-making purposes. I have expertise in creating reports on consumer trends, tastes, and preferences, as well as KPI's visualization. I have worked in a variety of industries including airlines and oil, and have a track record of success in using Power BI to deliver insights and support decision-making. I am highly skilled in using this tool and have a strong understanding of its capabilities and limitations.

### Transfer Pricing Consultant

Ernst&Young|January 2016-August 2017

Carry out studies on transfer pricing practice for different multinationals in the Central American and Panama region, based on the regulations of the different countries and according to the OECD Transfer Pricing Guidelines. Conducting studies of different companies belonging to different industries such as NGOs, banking and finance, etc.