

SAMUEL HUERGA

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Madrid (Spain)



EXPERIENCE

Lead Data Analyst

Voicemod

06/2022 – ongoing

Leading a group of 2 people and providing main analytics to Marketing, Content and some Product squads

- A/B tests design, analyses and insights presentation of impact on retention and funnel metrics of new functionalities
- Support to provide data metrics to new products and features

Senior & Lead Data Scientist

Lingokids

11/2019 – 06/2022

Technical lead of 5 data scientists and in charge of analytical development at Growth and Marketing department of:

- Algorithms to calculate LifeTime Value of new customers based on subscription renewal models.
- User Scoring models used for segmentation based on usage of application
- Media Mix Models to attribute organic subscriptions to Marketing drivers and uplift of paid channels.
- A/B tests and price elasticity experiments statistical support

Defining OKRs, designing roadmaps, planing sprints and aligning with stakeholders

Senior Data Scientist

GfK

08/2018 – 11/2019

- NLP (Natural Language Processing) algorithms, providing sentiment analysis, topic discovery and topic classification.
- Deep Learning algorithms to extract and classify arousal in speech audios when people are being interviewed.
- Development of Shiny web applications with more than a hundred users.

Data Scientist

Conento

12/2015 – 08/2018

- Mathematical models focused on prediction and optimization: linear and logistic regression, random forests, neural network, SVM, ARIMA models and clustering
- Automatization of recurrent analysis ensuring reproducibility, from data extraction to results presentation
- Media Mix Models used for attributing offline and online media impact and finding optimal spending strategy
- Teaching assistant to new employees in R and tidyverse ecosystem through DataCamp

TECNOLOGIES

Data Science

R

SQL

Python

dbt

Visualization and Reporting

Amplitude

Looker

Shiny

RMarkdown

Highcharts

Databases

Redshift

Snowflake

PostgreSQL

Oracle

DB2

Version Control

GitHub

GitLab

LANGUAGES

Spanish

Native



English

Advanced



Business Intelligence Systems Engineer

Indra

 01/2015 – 11/2015

- Datawarehouses load and ETL processes optimization with Unix, PL/SQL and Business Objects
 - Development and implementation on a Big Data environment
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Cobol DB2 Systems Engineer

Indra

 09/2010 – 12/2014

- Software analysis, design and development with COBOL and DB2
 - Database design, resource optimization, analysis and reporting
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COURSES

Big Data XSeries

Spark and Scalable Machine Learning
EdX

Text mining and analytics

Coursera

[Datacamp](#)

EDUCATION

Mathematics Degree

University of Seville

 09/2005 – 06/2010

AVERAGE

9.2 / 10

- 1st of promotion
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CERTIFICATES

Deep Learning Specialization

Coursera

Machine Learning Specialization

Coursera

Data Science Specialization

Coursera

Executive Data Science Specialization

Coursera

Cloudera Certified Developer for Apache Hadoop

CCDH

Cloudera
