

MONICA PUERTO

www.monicapuerto.com

Masters Candidate AU Data Science May 2021

puertomonica6@gmail.com, 786.246.6347, Washington, DC

8 years work experience of data analytics. Experience in machine learning/data science, natural language processing, Python, R, SQL AWS, A/B testing, web frameworks (Shiny), statistics, web scraping, git version control, project management, and data visualization. Spanish speaker.

American University, Washington, DC Graduate Student

January 2020-Present

- Using unsupervised machine learning methods, dimension reduction, topic modeling, and natural language processing techniques to unlock latent information on scientific literature via a grant awarded to my school during my Masters while under the supervision of Dr.Boukouvalas.

AFSCME, Washington,DC : Data Scientist

July'19- Present

- Improved data updates with AWS tools like S3, Redshift, and the AWS Command Line Interface to support our database management that updates millions of records of membership data, commercial data, and voter files.
- Improved our inhouse classification model by +15% accuracy yielding an 75% accuracy and a 80% sensitivity on who is most likely to join a union.
- Improved weighting and sampling methods for our poll center and providing top lines in R.
- Create dashboards using our business intelligence tool, Periscope for internal stakeholders.
- Created a code review process when there was none in my team.

UPSIDE TRAVEL, Washington,DC : Forecasting & Op Analyst

Nov'17- June'19

- The lead business intelligence analyst in my team by utilizing ETL and create dashboards highlighting our customer experience in Looker.
- Improved a model to a 95% accuracy and 99% sensitivity that classified fraudulent transactions and saved my company thousands of dollars in preventing chargebacks.
- Utilized Natural Language Processing (NLP) with Python to analyze customer sentiment and the needs of our customers using TextBlob and NLTK.
- Analyzed occupancy of our call centers to be staffed appropriately to meet SLAs.

NATIONAL GEOGRAPHIC , Washington,DC : Ecommerce Manager of Analytics

Nov'14- Nov'17

- Create and execute multiple digital marketing campaigns over a budget over a \$1M that showed profitable ROI through display, facebook, and email.
- Created many digital experiments on our A/B testing tool, Monetate and created personalized experiences for users and leveraging HTML/CSS improving conversion by 200%.
- Power user our of BI tool Domo and in charge of the ETL for website and social media data sources.

DISCOVERY NETWORKS INTERNATIONAL , Miami, FL : Intl Digital Strategist

Oct'12- Nov'14

Achievements/Education

- American University Data Science MS 2021
- Florida State University in 2012 with a BS in Finance and Marketing (Dean's List)
- 2 courses at General Assembly: Data Analytics (2016) & Data Science (2018)

Publications

- Z. Boukouvalas, M. Puerto, D. C. Elton, P. W. Chung, M. D. Fuge. "Independent Vector Analysis for Molecular Data Fusion: Application to Property Prediction and Molecular Knowledge Discovery". to appear in Proceedings of the 28th European Signal Processing Conference (EUSIPCO 2020)