

Jonathan Gimenez

23/07/1988
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EDUCATION

- 2019 **Bachelor of Deep Learning**
  Buenos Aires – ITBA

- 2013 **Industrial Engineering**
  Buenos Aires – University de Palermo

EXPERIENCE

Telefónica of Argentina

- **Data Scientist** (Dec.2019 – Present):
  Advanced analysis with the objective of identifying, interpreting and communicating patterns and trends in processes that have a direct effect on the business. Collaborate with business operational areas to provide high impact analytical solutions.
- **Analytics Analyst** (Sept.2018 – Dec.2019):
  Management, modeling and analytics of large volumes of data on different platforms (DWH, Hadoop, Qlikview, MicroStrategy), providing solutions to users of several areas. Through the delivery of valuable information and dashboards helping decision making.

Buenos Aires City Government (SSSYP)

- **BI Analyst** (Jun.2018 – Sept.2018):
  Design of SAS solutions for users, analyzing the sources of information available, cleaning and data transformation and subsequent exploitation and diagnosis based on the knowledge generated in the process

- **Provincia Microempresas S.A.**
  - **Customer Intelligence Leader** (Dec.2016 – May.2018):
    Design, implementation and control of campaigns and commercial actions in order to contribute to loyalty, as well as to expand the client portfolio, using analytical business intelligence models.
    Definition of customer behavior cycles according to their characteristics Armed with trend reports, results and alerts on the impact of business and commercial management.
    Arming, maintenance, updating and improvement of existing customer databases in commercial management, as well as the promotion of their correct use through data analysis and exploitation tools and business intelligence.
    Study of behaviors and use of products of customers / prospects.
    Development of commercial campaigns, developing propensity models of purchase and retention, as well as profitability models that ensure the success of each campaign in terms of expected effectiveness, but also in terms of return on investment in each one.
  - **Management Control Leader** (Oct.2015 – Dec.2016):
    Strategic planning: participation in the general coordination for the implementation of the tool Balanced scorecard for strategy management. Armed operational aircraft, budget (operating expenses and salaries), provision. Calculate of specific indicators for each área of the Company.
  - **Management Control Analyst** (Aug.2012 – Oct.2015):
    Monitoring of compliance with the annual plan. Alert detection and improvement focuses.
    Strategic projects: collaboration in the assembly through the PMI methodology. Monitoring compliance progress, resource management and allocated budget. Measurement of impact on the strategic objectives defined in the Balanced Scorecard, calculation and preparation of KPI reports for the monitoring of initiatives.

SKILLS

- ✓ **English** (advanced)
- ✓ **BI Software :** QlikView / Power BI / MicroStrategy
- ✓ **Programming Languages and Databases**: R / Python / SQL / HiveQL / Pyspark