

# Carlos Omar Pardo Gomez

DATA SCIENTIST

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## Professional Experience

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### Facebook

#### Data Scientist

Menlo Park, CA

Feb 2020 - Present

- Work on the algorithm to rank videos within the Facebook App.

### Airbnb

#### Data Science Intern

San Francisco, CA

Jun 2019 - Aug 2019

- Personalized our marketing strategy by training machine learning models that characterize the users landing via paid and organic channels.
- Built time-series dashboards to verify if such characteristics remain throughout time.
- Designed a novel customer-centric metric framework that is the first-ever to account for the possibility of users liking multiple channels.

### BBVA MX (Mexico's largest bank)

#### Statistical Modeler

Mexico City, MX

Jul 2017 - Jul 2018

- Increased the number of investments after automating targeted offers, fitting PySpark models that estimate monthly expenses for each of our users.
- Improved our clients' finances by suggesting personalized actions, given their current balance and trends.
- Maximized the bank's profit by estimating the maximum interest rate a given customer is willing to pay for a personal loan, using random forests.

### Kantar (Market research firm)

#### Junior Data Scientist

Mexico City, MX

Jun 2016 - Jun 2017

- Empowered our clients to figure out the current state and momentum of their brand, as well as anomalies in their KPIs, by building Shiny apps.
- Optimized our clients' media strategy by estimating the effect of different advertising channels on their metrics, using self-developed R packages.

## Skills

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**Excellent:** Python (Pandas, NumPy, scikit-learn, TensorFlow), R (tidyverse), SQL. **Proficient:** Git, Shiny, Stan. **Familiar:** Spark, Matlab.

## Education

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### Columbia University

#### M.S. in Data Science

New York, NY

Sep 2018 - Dec 2019

- GPA: 4.0/4.0
- Courses: Machine Learning, Recommender Systems, Deep Learning, Statistical Inference, Databases, Algorithms, Visualization

### Instituto Tecnológico Autónomo de México (ITAM)

#### B.S. in Applied Mathematics

Mexico City, MX

Aug 2011 - May 2016

- Honors: *summa cum laude*
- Thesis: A Bayesian and Nonparametric Quantile Regression Model

## Data Science Projects

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### #BlackLivesMatter

#### Github: opardo/BlackLivesMatter

Columbia University

Fall 2019

- Utilized NLP methods to break down the topics and emotions contained in tweets that talk about the murders of black people by police officers.

### Wes Anderson Recommender System (WARS)

#### Github: opardo/WARS

Columbia University

Fall 2018

- Trained a recommender system to find the users that are most likely to watch each of Wes Anderson's films, using Factorization Machines.

### Bayesian and Nonparametric Quantile Regression

#### Github: opardo/GPDPQuantReg

ITAM

2017-2018

- Developed an R Package that fits a Bayesian and nonparametric quantile regression model, using Gaussian Processes to capture the trend, and Dirichlet Processes for the error.
- Designed and coded the MCMC algorithm (Gibbs Sampler) to find the posterior estimators and distributions.

## Interests

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Human behavior, Data science, Advanced statistics, Improving decision-making, Machine learning, Agile management.