



# Luis-Miguel López-Santamaría

## Analytics Engineer

📍 Irapuato, Guanajuato

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🌐 luismiguells

Age: 29 years

### PROFILE

Experienced data enthusiast skilled in text classification, machine learning, and data analysis, seeking opportunities to apply expertise in driving effective decision-making. With a solid background in database and operating system management, I consistently strive to deliver scalable solutions that optimize outcomes. Thriving in dynamic and fast-paced environments, I excel at adapting to change while maintaining a focus on delivering high-quality results. In addition to my technical proficiencies, I am known for my collaborative approach and ability to inspire teamwork in developing optimal solutions. Possessing excellent communication skills, I actively seek to learn from my peers and foster a culture of continuous learning. Demonstrating leadership qualities, I have a proven track record of actively leading teams to create positive and productive work environments.

### WORK EXPERIENCE

May. 2022 – Current

#### Analytics Engineer

##### Stori

- Proficient in database manipulation using **AWS Redshift**, employing **SQL** queries to efficiently extract and load information across various systems, enabling quick insights and analysis.
- Skilled in designing and developing interactive dashboards using **AWS Quicksight**, facilitating the exploration and comprehension of vast datasets for actionable business insights.
- Experienced in automating processes using **Python** and **bash** scripts, streamlining repetitive tasks and enhancing overall efficiency.
- Diligent in maintaining and monitoring data from diverse sources, ensuring data quality and integrity through regular checks and proactive measures.
- Utilizing tools like **dbt** and **Airflow**, proficient in data transformation and creation of robust data pipelines, enabling seamless accessibility and usability of data for business users.

Jul. 2018 – Jul. 2019

#### Back-End Web Developer Jr.

##### CCSistemas Desarrollo Digital

- Design and implementation of different web-based information systems. Actively participating in decision-making for the search for better performance.
- Design and manipulation of databases using the **MySQL** database manager. Using **SQL** for query building and data extraction.
- Implementation of various modules for information systems, as well as providing support to modules already implemented using programming languages such as **PHP** and **Javascript**.

### EDUCATION

Aug. 2021

#### M.S. in Electrical Engineering and Computer Engineering

**División de Ingenierías Campus Irapuato-Salamanca | Universidad de Guanajuato**

Thesis Title: "Automatic Fake News Detection in Online Media"

Advisor: Dr. Juan Carlos Gómez Carranza

Co-advisor: Dr. Saskia Van Amerogen

Dec. 2018

#### B.S. in Computer Systems Engineering

**División de Ingenierías Campus Irapuato-Salamanca | Universidad de Guanajuato**

Thesis Title: "Age and Gender Identification in Pinterest Through User-Generated Images and Text"

Advisor: Dr. Juan Carlos Gómez Carranza

## PROJECTS

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Nov. 2017 – Dec. 2018

### Design an Implementation of Search Methods by Similarity for Users of Social Media

**Fondo Sectorial CONACYT-INEGI, project number: 290910**

- **Data collection** from the Pinterest website using a scraper to extract the pins, which are the form of communication between the users of this social network. The **scraper** collected images and text from the website.
- Extraction of different **superficial features** from the text such as words, emojis, hashtags (#), ats(@), etc. With the visual content, a **neural network** ResNet-50 was used to extract the features from the images.
- Implementation of different **machine learning** models such as Support Vector Machine, Logistic Regression, Random Forest, etc. These models were combined with the data collected for the **prediction** of demographic variables.
- Development of an API using **Flask** and in a combination of different pre-trained **machine learning** models. The user can paste text or upload it to predict different demographic variables. The same process can be done with images.







## LANGUAGES

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- Spanish - Native
- English - C1
- Italian - Elementary

## SOFTWARE

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Python 	SQL 	C/C++ 
PHP 	Javascript 	R 

## TECHNICAL SKILLS

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- Proficient in a wide range of machine learning and deep learning libraries including **Tensorflow**, **Keras**, **scikit-learn**, **NumPy**, **NLTK**, and **Matplotlib**. Skilled in leveraging these libraries to develop and implement advanced machine learning models and algorithms for various applications.
- Experienced in working within the AWS environment, specifically with **Redshift**, **QuickSight**, **EC2**, and **S3**.
- Proficient in utilizing **Git** and **GitHub** for version control and collaborative software development.
- Proficient in creating and managing tasks, user stories, and sprints within **Jira** to facilitate effective project planning and execution.

## CERTIFICATIONS

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### Computer Science and Programming

**MIT** | License: **7aadf932eb1439bac4cfc7fed7ab1f**

### Data Science

**UNAM** | License: **92N22S3NVF52**