Carlos Trujillo

Passionate data professional, driven to work on AI projects in marketing. Believes in the power of data and how helps to solve business problems. Born in Venezuela, raised in Chile, and relocated to Estonia, an amazing mix that give me the chance to work with teams in Latin America, Europe, Africa and being a leader to teams of 4 to 10 people. A true believer of the philosophy ¨double your actions and cut your excuses in half¨.

✉ carlos.trujillo.agostini@gmail.com   📞 +372 5390 3311

SKILLS ⚙

Google Cloud Platform

Amazon Web Services

DataBricks

GitHub

SQL

Non-SQL

Airflow

EDUCATION 🎓

Marketing Degree, U. José Antonio Páez
University studies in Valencia, Venezuela

Data Science certification, Digital House
Bootcamp studies, sponsored by Digital House

LANGUAGES 💬

Spanish
Native

English
Advance

German
Basic

PORTAFOLIO 🔗

Automatically feature extraction through A.I

Understanding my sales through Marketing Mix Modeling

Detecting the best features in my online ads

Analyzing my app reviews on Google Play with NLP

Public libraries to make Admetricks and Adcuality reports

WORK EXPERIENCE 💼

MARKETING ADS, FUNTIONAL ANALYST

Part of the functional analyst team, responsible for determining measurement strategies for digital and traditional channels. Designing frameworks and methods for measuring performance and return on investment. Use of traditional and bayesian statistics for experimental design, causal analysis, media mix modeling, and implementing new measuring protocols. Presenting results on Looker dashboards and working on analysis in Databricks on AWS, powered by SQL in Spark and Presto dialects

Company: Bolt Technologies   **Year: 2022**

Skills: Databricks, Python, R, AWS, Looker, dbt, Github, appsflyer

HEAD OF DATA LATAM

Head of Marketing Science LATAM. I led the team of data analysts and developed value solutions to create analytical services throughout the region. Constant use of cloud technologies for the creation of sustainable structures within the group. Continuous communication with the Google/Facebook teams for the development of use cases and optimization of services. Developed data culture and innovation proposals to optimize operational processes and data culture.

Company: Omnicom Media Group   **Year: 2021**

Skills: AWS, GCP, API, Data literacy, admetricks, adcuality

DATA MANAGER

Secondary main lead of data team within the analytics department. Supervised analysts and delivered dashboards in Tableau, Power BI, and Data Studio. Developed GCP architectures and managed databases on AWS. Worked with tools and processes to build data architectures. Direct contact with OMG team in Miami for data centralization, dashboards, and information flow optimization. Constantly used visualization tools, Python/R, SQL and NoSQL for pre-processing data.

Company: Omnicom Media Group   **Year: 2020**

Skills: Office suite, Python, Sql, Tableau, Comscore, G.A

DATA ANALYST

I was responsible for interpreting, analyzing, and reporting on various agency brands. I used tools such as Brandwatch, Google Analytics, Tag Manager, and Data Studio to determine guidelines for paid and organic campaigns. I also developed classification and prediction models in Python for process optimization and advanced variable analysis.

Company: Raya Cagency   **Year: 2019**

Skills: Office suite, Python, Sql, Brandwatch, Data Studio, GA