

# Rodrigo Malagón

Mathematician | Data Scientist | Modelling Analyst

Castelló de la Plana, Castellón, Spain

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## Experience

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*Grupo Noa's, Castelló de la Plana, Spain*

**Data Analyst** | 04/2025 - current

- Design, optimization, and automation of data pipelines using **Python**, **SQL**, and **Power Automate**, improving data processing efficiency.
- Development of **ETL/ELT** processes integrating **REST APIs**, **CRMs**, and **databases**.
- Exploratory data analysis and data modeling to support data-driven decision-making.
- Definition and calculation of **KPIs** and business metrics using **SQL**, **Python**, and **Power Query**.
- Creation of interactive dashboards and data visualization solutions with **Power BI**.
- Workflow automation with Power Automate, reducing manual tasks.
- Collaboration with stakeholders and technical support teams to drive continuous improvement of data-driven processes.

*Erasmus Mundus Master in Geospatial Technologies, Castelló de la Plana, Spain*

**Grant holder** | 09/2023 – 03/2025

- Developed workflow on the extraction, processing and Machine Learning [models](#) to forecast electricity consumption in the UN's military facilities in Sudan (**SQL**, **R**, **Git**), a flood classification [model](#) with Deep Learning (**QGIS**, **R**, **Keras**, **TensorFlow**, **Sci-kit learn**), and a project for the extraction (**APIs**), transformation and analysis of macroeconomic and export data for the ceramics industry in Castellón de la Plana (**Python**).
- Specialisations: Data Science, Machine Learning, Statistics (**Python**, **R**), Databases (**SQL**), Web Programming (**JavaScript**, **HTML**, **CSS**), visualisations (**Tableau**), and GIS (**ArcGIS**, **QGIS**, **PostGIS**).

*Nielsen, Mexico City, Mexico (Remote)*

**Modelling Analyst** | 10/2022– 08/2023

- Implemented **machine learning modelling** (**SAS**, **R**, **Python**) to drive insights from media and sales time series for US and EU clients leading the CPG sector through attribution models (Unilever, Johnson&Johnson, Ferrero).
- Translated model results to benchmark marketing **KPIs presented** to the client (**Power Query**, **Excel**), to measure the impact of their marketing strategies.
- Collaborated with **international teams** (data processing, modelling, and customer success teams) across multiple projects.

*Universidad de Sevilla, Seville, Spain*

**Undergraduate Researcher** | 09/2021– 12/2021

- Conducted undergraduate thesis **research** at the Department of Geometry and Topology.
- Presented results at a weekly seminar held at the university.

*Universidad Nacional Autónoma de México, Mexico City, Mexico*

**Assistant professor** | 08/2019– 09/2021

- Taught Differential & Integral Calculus I-III at the BSc. Mathematics.
- Prepared and presented class material. Graded exams and assignments.

*ITAM, Mexico City, Mexico*

**Undergraduate Researcher** | 06/2019– 09/2019

- Conducted **research** on Geometric Measure Theory at the Mathematics Department.
- Presented results at the 52nd National Congress of Mathematics.

## Education

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*Universitat Jaume I, Spain; Universität Münster, Germany; Universidade NOVA de Lisboa, Portugal*

**MSc. Geospatial Technologies** | 09/2023 – 03/2025

- Grade: 9.22/10.00.
- Specialisations: Data Science, Machine Learning, Geostatistics, Databases, Web Programming, and Geospatial Analysis.
- Projects:
  - [Flood modelling with Convolutional Neural Networks](#) (R, QGIS)
  - [Analysis of economic gender inequality in Latin America](#) (Python)
  - [Deep Learning and Geostatistics model for energy consumption with IoT devices](#) (SQL, R).
  - [Deep Learning prediction model for pollution sensors in Castelló de la Plana](#) (R)
  - [Madrid pollution quarter-level trend assessment in 2023](#) (R, ArcGIS)
  - Bejeweled Web [Videogame](#) (Javascript)

*University of Bristol, United Kingdom*

**Visiting Student** | 01/2020 – 07/2020

- Grade: First.
- Specialisations: Partial Differential Equations, Logic, Number Theory.
- Membership of the Bristol Data Science Society.

*Universidad Nacional Autónoma de México, Mexico*

**BSc. Mathematics** | 08/2016– 10/2022

- Grade: 10.00/10.00.
- Specialisations: Mathematical Analysis, Probability, Statistics, Programming, Vectorial Mechanics, Partial and Ordinary Differential Equations, Topology.
- Thesis: [Morse Homology and its Applications](#).

## Skills & Languages

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- **Programming languages:** Python, R, SQL, JavaScript, HTML, CSS.
- **Software and tools:** Google Colab, Google Suite, Jupyter, Git, FME Form and Flow, Tableau, ESRI products & QGIS.
- **Skills:** ETL, data analysis, Machine Learning, Artificial Intelligence, Deep Learning, Statistics, Web Development, Geospatial Analysis, agile methodologies, data visualisation, and GIS.
- **Languages:**
  - **Spanish** (Native)
  - **English** (C1) - IELTS Academic (2022), CAE (2016)
  - **Catalan** (B2) - Institut Ramon Llull (2023)
  - **French** (B2) - DELF B2 (2023)
  - **German** (B1) - Goethe Zertifikat B1 (2023)

## Certifications

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- **Datacamp:**
  - Intermediate SQL Server (04/2025)
  - Pre-processing for Machine Learning in Python (02/2025)
  - Intermediate Importing Data in Python (02/2025)

- Introduction to PySpark (02/2025)
- Introduction to Docker (02/2025)
- Introduction to Git (02/2025)
- Understanding Cloud Computing (02/2025)
- *Conterra GmbH*
  - FME Form and FME Flow (10/2023)
- *ESRI*
  - Classifying Objects Using Deep Learning in ArcGIS Pro (02/2024)
  - Visualizing Data Using ArcGIS API for Python (02/2024)
  - ArcGIS Survey123: Creating and Publishing Surveys (10/2023)
  - ArcGIS Pro Basics (10/2023)
  - Using GIS to solve problems(10/2023)

*Last update: May 10th, 2025*