KATIA PAREDES

RESEARCH & DATA ANALYST

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San Diego, CA
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GitHub | LinkedIn

DATA ANALYTICS

Programming Languages:

Python, R, JavaScript, HTML/CSS, Visual Basic, SQL

Tools & Skills:

Colab Notebooks, Pandas, Jupyter, PySpark, Matplotlib, NumPy, Leaflet, Mapbox, Plotly, Tableau, Microsoft Power BI, Scikit-learn, TensorFlow, Excel (Advanced), GitHub, GIT, Command-Line, PostgreSQL, AWS, Google Cloud SQL, BigQuery

PROJECTS / IMPACTS

Cultural Edge:
Designed and implemented a data model resulting in streamlined search functionality and improved data integrity.

Data Analysis Project (UCSD):
Machine learning model to predict cancer incidence rates.
Machine Learning: Python, imbalanced-learn, PySpark, PostgreSQL, AWS, Colab notebooks
Interactive Map: D3.js, GeoJson, Leaflet

Demographic Data Analysis:
Created Census data visualizations to show geographical population densities meeting specific criteria.

LANGUAGES

English, Spanish, and French

As a data analyst skilled in storytelling, I excel at transforming complex data into narratives that support informed decision-making. I specialize in creating clear, impactful reports and dashboards that highlight key trends and opportunities using a wide range of tools and technologies including Python, SQL, machine learning, and PowerBI. With strong leadership and communication skills, I effectively collaborate with stakeholders and clients delivering insights that inform strategic recommendations as well as developing innovative solutions that promote business growth and positively impact society.

FUNCTIONAL SUMMARY

Data Analytics – 6 yrs
Project Management – 6 yrs
Market Research – 5 yrs
Research Strategy – 3 yrs
Corporate Sustainability – 1 yr

CAREER PATH [prior 15 yrs]

Cultural Edge   2019 – present
Research Strategist (2020 - present)
Project Analyst (2019 -2020)

Personal Sabbatical   2010 - 2018

Alliance Française – Mexicali, Mexico   2008 - 2010
Executive Director

EDUCATION & CERTIFICATION

Data Science & Visualization Specialization Certificate   Jan 2023
UC San Diego Extended Studies – San Diego, CA

Master of Science   Nov 2007
Philosophy and Ethics of Sustainable Development
Université Jean Moulin Lyon III – Lyon, France

Bachelor of Science, International Business   Jul 2005
UABC – Mexicali, Mexico

Associate Degree, Business   Jul 2004
Université Claude Bernard Lyon I – Lyon, France

PROJECTS

Demographic Data Analysis

Author >>   June 2024

Created Census data visualizations to show geographical population densities meeting specific demographic and socioeconomic criteria to assist the director of marketing and communication department at a private school in San Diego. This supports the department in optimizing resource allocation for targeted marketing campaigns in areas that are more likely to yield new enrollments.

Impact

Project Information: https://github.com/katiarp/socioeconomic_demographic_data_analysis

- Used the Census data API and dataset "American Community Survey 5-Year Data (2009-2022)" to get household income and household members' ages at the census block group level.
- Used Jupyter notebooks to connect to census data API and Pandas to manipulate datasets
- Transformed the Census data API responses into GeoJson files to be consumed by a GIS web application
- Created a GIS web application to visualize population densities by using D3.js, GeoJson, Leaflet, Mapbox, JavaScript, HTML/CSS

Cancer Incidence Rates | UC San Diego Data Science & Visualization Project

Co-Author >>   January 2023

Created a machine learning model using the imbalanced-learn library to forecast cancer incidence rates associated with environmental pollutants.

Impact

Project Dashboard: https://katiarp.github.io/Cancer_Incidence_Dashboard/

- Ensured data accuracy by analyzing, inspecting, cleaning, and transforming the data using Python
- Created a web application to display a map and predictions using, Plotly, JavaScript, HTML/CSS, D3.js, GeoJson, Leaflet
- Other tools used: Python, PySpark, PostgreSQL, AWS, Colab notebooks

PROFESSIONAL EXPERIENCE

CULTURAL EDGE – San Diego, CA   Apr 2019 - Present

Consumer insights firm specializing in qualitative and quantitative market research

Research Strategist >>

Reporting to the CEO, responsibilities include planning and coordinating logistics of complex research projects with hard-to-reach targets as well as moderating qualitative projects and leading the translation and adaptation team for multilingual projects using rigorous surveying best practices to ensure the collection of unduplicated and unbiased data. Performed thematic and content analysis in qualitative research studies providing insights and recommendations that were implemented by the client's final product.

Impact

- Designed and implemented a data model in Google Cloud SQL to normalize and manage respondents' contact and demographic information resulting in streamlined search functionality, reduced data redundancy, and improved data integrity across the system
- Managed project and supervised a team to collect quantitative data for the San Diego Association of Governments (SANDAG) surveying 1,500 required participants at the three border ports of entry in San Diego County, resulting in a comprehensive mobility analysis that contributed to the county's 30-year regional transportation plan

PROFESSIONAL EXPERIENCE

Research Strategist (cont) >>
- Implemented rigorous surveying best practices to ensure the collection of unduplicated and unbiased data
- Reduced manual data entry by 80% in a process to update contact information of research studies participants by leveraging a cloud market research platform import/export features and configurations
- Achieved 20% participant database growth by gathering demographic data from over 2,000 potential participants for pre-screening using Google Forms and social media platforms
- Performed thematic and content analysis in qualitative research studies providing insights and recommendations that were implemented in the client's final product
- Provided cultural insights and translated content to be used in the client's content management system (CMS) broadening their reach to Hispanic audiences
- Gathered insights through focus groups on quality characteristics in Medicare healthcare plans resulting in the creation of ethnicity and word frequency matrices. These insights were used to enhance the content of Medicare official websites and other publications.
- Configured online research studies and managed client and participant access resulting in a positive user experience and high client satisfaction

Project Analyst (April 2019 - June 2020) >>
- Managed the logistics of 15 research studies with hard-to-reach target populations ensuring their successful execution.
- Created screeners in Spanish, English, and French with culturally nuanced and unambiguous questions that allowed us to recruit 100% of participants. Offered ad-hoc technical support to focus group participants to provide seamless and effective participation.

ALLIANCE FRANCAISE (Local Chapter) – Mexicali, Mexico   2008 Sep - Jan 2010
International French organization that promotes French language and francophone culture around the world

Executive Director >>
Lead and directed all activities, development, recruitment, and programs for the Mexicali chapter of Alliance Française, including strategic partnerships with government agencies, businesses, and public interest groups, significantly enhancing a local presence. Organized events, such as lectures, exhibits, and conferences in collaboration with stakeholders and business partners, effectively promoting French culture.

- Implemented targeted marketing and communication strategies to expand into new markets resulting in a significant 30% increase in the student body
- Successfully managed a team of 15 staff members resulting in a consistent 95% student body retention rate every term
- Provided mentorship to instructors, enabling them to effectively implement the learning curriculum and achieve a student promotion rate of 98%.

CHAMBRE DE COMMERCE ET DE L'INDUSTRIE – Annecy, France   Mar 2007 - Sep 2007
The local Chamber of Commerce and Industry in Annecy provides support to companies in their economic development.

Sustainability Project Analyst >>
Collaborated with the environmental department director to provide comprehensive support to small and medium businesses in implementing sustainability practices, including sustainable growth, waste management, and social and environmental responsibility. Involved documenting non-compliant practices during visits to businesses and offered remediation strategies to address identified issues.

COMMUNITY ENGAGEMENT

POWAY ADULT SCHOOL – Poway, CA   Aug 2018 - Jun 2019
Community Lecturer >>
Delivered Spanish language instruction to seniors, covering reading, writing, speaking, and listening skills.

PROFESSIONAL AFFILIATIONS

Women in Data
San Diego Tech Hub
Women in Tech

REFERENCES

David Guzman | 858.668.4024 ext. 4009
Timothy McLarney | 760.579.2992
JP Theberge | 619.884.2694