



Curious, motivated and adaptable analytics expert travelling from the well known fields of data mining into the unexplored lands of data science, AI and big data. I have a thorough and methodical approach, and a solid background in computer science, statistics and mathematics.



Jan 1999 – Jun 1999	University of Sheffield (UOS), UK	Final Year Project (FYP) – ‘ FDTD antenna simulation ’
1989 – 1998	Universidad Politécnica de Valencia	Telecommunication Engineer’s Degree



May 2019 – Present	Vodafone Spain Madrid	TV Product and Analytics (Vodafone TV) <ul style="list-style-type: none">– End to end TV Data flow and behavioural– Segmentation, Recommendation, targeted Advertising
May 2016 – May 2019	Vodafone Spain Madrid	TV Analytics and Planning (Vodafone TV) <ul style="list-style-type: none">– TV Dashboard– TV Datamart– Usage Segmentation
Jul 2012 – May 2016	Vodafone Spain Madrid	Customer Base Marketing Campaigns (Home CVM) <ul style="list-style-type: none">– Multichannel Campaign deployment and measurement– Customer Lifecycle tracking
Jul 2009 – Jul 2012	Sanitas Madrid	Commercial Planning Manager (Business Analysis and Planning) <ul style="list-style-type: none">– Corporate Sales objectives– Commercial Budget and forecasting
Sep 2006 – Ago 2008	Orange Spain Madrid	Customer Base Analyst (Home and Enterprise CVM) <ul style="list-style-type: none">– Product and Customer Base analysis– Needs Segmentation– France Telecom international projects
Jun 2004 – Sep 2006	Wanadoo Spain Madrid	Marketing and Channel Analyst (Home Marketing) <ul style="list-style-type: none">– Churn and Lifetime Value analysis– Value Segmentation
Mar 2002 – Jun 2004	Uni2 Madrid	Upsell/xSell Database Analyst (Home CVM) <ul style="list-style-type: none">– Product Recommendation engine and Retention tool– Tariff and billing simulator– Fraud detection tool
Sep 1999 – Mar 2002	Uni2 Madrid	Network Quality Analyst (IP Network Services) <ul style="list-style-type: none">– Automated network access reporting– Statistical QA software



– Programming	R, Python, Matlab, Visual Basic, C/C++, FORTRAN
– Databases	SQL, MS Access, Teradata, MySQL
– ML algorithms	Linear and Log regression, PCA, K-Means, KNN, ARIMA/FBProphet time series, Random Forest/LightGBM trees, ScikitLearn/Keras/FastAI NN
– Analytical tools	MS Excel, SAS Base/Enterprise Guide, Business Objects, Cognos
– Cloud services	Amazon Web Services, Jupyter Notebook, Google Collaboratory, GitHub



- Spanish Native
 - English Full Professional proficiency
(Official Language School diploma. TOEIC score 910 over 990)
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- Recommendation [letter](#) from my FYP supervisor [Dr. Gary Junkin](#) for the work carried out at the UOS
- Hobbies:
 - Data analytics: [overfitting.net](#) is my blog about data science, digital image and sound
 - Photography: [guillermoluijk.com](#) is a site about digital photography including technical articles, tutorials, software and workshops. I'm the founder of [sinespejo.com](#), open forum about digital cameras with around 2K active members
 - Audio: I enjoy synthesizing and processing sounds on my [home studio](#)
 - Woodwork: I like to design and build pieces of furniture like [these](#)