

LAIA ANTONIJOAN

DATA SCIENTIST

EXPERIENCE

Freelance Strategist

JUL 2013 - Present, VANCOUVER, BC

- Analyzed 40 different markets to identify new developments and opportunities for the association of orange juice producers.

Senior Strategist | Modern Craft

MAR 2018 - 2019, VANCOUVER, BC

- Optimized the Scholastic website content and evaluated existing marketing automatization tools.

Strategy Manager | Alexandria Group

SEP 2010 - 2013, SAO PAULO, Brazil

- Market analysis, brand repositioning and portfolio optimization.

Senior Investment Manager | William Pears Group

JAN 2006 - 2007, LONDON, UK

- Analysis and valuation of several European companies.

Case Team Leader | Monitor Deloitte

SEP 2003 - 2005, LONDON, UK

- Launched the HPV Vaccine in Europe.
- Conducted data-driven customer segmentation.

Senior Business Analyst | A.T. Kearney

MAY 1999 - 2001, SPAIN, FRANCE, ITALY

- Launched a telecommunication operator.

EDUCATION

BrainStation | Diploma Candidate, Data Science

SEP - DEC 2020, ONLINE

ESADE | Bachelor in Business Administration and MBA

SEP 1994 - JUN 1999, BARCELONA, Spain

Graduated as one of the top 10 students.

HEC Paris | CEMS Master (Community of European Management Schools)

AUG 1998 - JAN 1999, PARIS, France

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[https://github.com/](https://github.com/Lantonijoan)

[Lantonijoan](#)

SKILLS

SQL, Python, R, Hypothesis Testing, A/B tests, Parametric and non-Parametric tests, Tableau, Matplotlib, Plotly, Bokeh, Seaborn, Tensorflow, Keras, Pytorch, AWS, Hadoop, Spark, Hive

PROFILE

My curious nature and desire to understand the world through data has led me to pursue a career in Data Science.