

# Krister Martinez | A.I. Data Scientist

786.379.1914

[KristerM@KristerMartinez.com](mailto:KristerM@KristerMartinez.com)

Homestead, Florida, USA

<https://www.linkedin.com/in/kristermartinez>

<https://kristermartinez.com>

<https://kristermartinez.com/featured-work>

**A.I. Data Scientist** with experience delivering data-driven solutions across e-commerce, travel, SaaS, and customer support domains. Holds a Bachelor's degree in Data Analytics and an AI Practitioner Certificate, and is currently pursuing a Master's degree in Data Science and Artificial Intelligence at Florida Atlantic University. Skilled in machine learning, statistical analysis, and working with large datasets to generate actionable insights and support business decision-making. Experienced in applying natural language processing and computer vision in real-world applications. Portfolio: <https://kristermartinez.com/featured-work>

## Work Experience

### **Data Scientist – [Bravo Tours](#) – Homestead, Florida**

December 2023 – present

Increased customer service team productivity by 30% through the deployment of ChatGPT LLM, implementing a robust RAG system that empowered service agents to rapidly access solutions and respond to both internal and external inquiries.

- Developed an internal tech support FAQ system using GenAI, improving response times and reducing ticket volumes by 50%, providing a self-service knowledge base for employees.
- Created a Workforce Management knowledge base, optimizing resource allocation and reducing operational inefficiencies by 20%.
- Led cross-functional Team Oriented to automate codebase new feature selection and writing, streamlining workflow and reducing error rates by 15%.
- Spearheaded onboarding and training for virtual agents, enhancing readiness by 40%, and achieving seamless integration into customer-facing roles.
- Utilized Tableau and SQL to build interactive dashboards, which streamlined data analysis and presentations, reducing project turnaround time by 29%.

### **Data Analyst – [World Travel Holdings](#) – Wilmington, Massachusetts**

December 2021 – December 2023

Introduced Retrieval-Augmented Generation (RAG) systems to the IT, Workforce Management (WFM), and Customer Service departments to improve the speed and accuracy of day-to-day information retrieval.

- Implemented RAG knowledge bases using Voiceflow, enabling teams to access operational information faster and with greater consistency.
- Improved WFM response times significantly by streamlining access to internal procedures, policies, and operational data.
- Helped Customer Service improve response accuracy, while reducing agent training time from 3 weeks to 2 weeks across annual onboarding volumes of approximately 300–500 agents.
- Enhanced Tech Support response quality by improving both answer accuracy and readability, leading to clearer communication with internal and external users.

### **Senior IT Help Desk Analyst – [World Travel Holdings](#) – Wilmington, Massachusetts**

August 2006 – December 2021

Introduced Retrieval-Augmented Generation (RAG) systems to the IT, Workforce Management (WFM), and Customer Service departments to improve the speed and accuracy of day-to-day information retrieval.

- Implemented RAG knowledge bases using Voiceflow, enabling teams to access operational information faster and with greater consistency.
- Improved WFM response times significantly by streamlining access to internal procedures, policies, and operational data.
- Helped Customer Service improve response accuracy, while reducing agent training time from 3 weeks to 2 weeks across annual onboarding volumes of approximately 300–500 agents.
- Enhanced Tech Support response quality by improving both answer accuracy and readability, leading to clearer communication with internal and external users.

## Internet / E-Commerce Consultant - [Punto Mio](#) - Miami, Florida

January 2006 - June 2008

- Administered the initial launch of website to service shipping from the USA to Latin America
- Analyzed extensive data based on the popularity and growth of Ecommerce activity from America to households throughout Latin America
- Organized massive email campaigns, specific to each country, to increase Ecommerce transactions to be shipped via the Punto Mio network

## Electronic Marketing - [TransExpress](#) - Doral, Florida

January 2006 - June 2008

- Established exceptional multi-year, season and country-based email marketing campaign.
- Increased Ecommerce transactions boosting sales from 100% to 1000% for diverse markets via online and offline campaigns.
- Utilized Master Delivery with regional banks to promote Ecommerce transaction via credit-card usage.

## Projects and Featured Work

<https://kristermartinez.com/featured-work>

### [AI Liquid Portfolio Resume](#)

Studies show that a significant percentage of college students struggle to recall coursework from previous semesters, hindering their ability to build on acquired knowledge and achieve academic success. Liquid Portfolio Resume, an innovative AI powered platform, addresses this challenge by creating a dynamic archive of student materials and facilitating easy retrieval of specific concepts or reviewing personal academic resources using intuitive natural language queries. <https://liquidportfolioresume.ai/>

### Research Paper: Flying to the Cruise Port in Miami

- Developed interpretable predictive models on a **128K+ record structured dataset** to classify verified satisfaction outcomes, supporting **risk stratification** and targeted intervention planning.
- Benchmarked **7 machine learning algorithms** and identified **CatBoost** as the top-performing model, achieving **~0.99 ROC-AUC and ~94.8% accuracy** using cross-validation and an 80/20 train-test split.
- Applied **SHAP explainability** and ablation analysis to identify key outcome drivers, translating model results into actionable insights for operational decision-making and stakeholder communication.

### Research Project: All of Us Hackathon

- Developed a CatBoost machine learning model using All of Us data to predict non-adherence to lung cancer screening among USPSTF-eligible adults.
- Engineered and organized cohort, survey, and healthcare utilization data into a usable predictive analytics pipeline incorporating demographics, smoking history, and social determinants of health.
- Designed clinician and patient-facing application concepts, including a screening outreach dashboard and bilingual eligibility checker, to support equitable preventive care delivery.

### Upcoming Project: COSMOS Datathon - Memorial Healthcare System - May 11, 2026

## Core Skills

### Data Science & Analytics

- Statistical Analysis & Applied Statistics
- Exploratory Data Analysis (EDA)
- Predictive Modeling & Forecasting
- Feature Engineering & Model Evaluation
- Hypothesis Testing & A/B Testing
- Time Series Analysis
- Data Wrangling & Data Cleaning

### Machine Learning & Artificial Intelligence

- Supervised & Unsupervised Learning
- Classification, Regression, & Clustering
- Model Selection & Hyperparameter Tuning
- Ensemble Methods (Random Forest, Gradient Boosting)
- Natural Language Processing (NLP)
- Large Language Models (LLMs)
- Retrieval-Augmented Generation (RAG) Systems
- Computer Vision & Image Processing
- Applied Generative AI Systems

### Applied AI & Automation

- AI-Powered Knowledge Bases
- AI Workflow Automation
- Intelligent Chatbots & Virtual Agents
- Workforce Analytics & Optimization
- AI Integration into Business Processes

### Programming & Data Engineering

- Python (Pandas, NumPy, Scikit-learn, PySpark)
- SQL (MySQL, MS SQL Server)
- Big Data Analytics
- Databricks & Distributed Computing
- ETL Pipelines & Data Integration
- Linux/Unix Environments
- Git & GitHub Version Control

### Business Intelligence & Visualization

- Tableau (Dashboards & Storytelling)
- Power BI
- Data Visualization & Executive Reporting
- KPI Development & Performance Metrics
- Data Storytelling for Stakeholders

### Cloud, Systems & Platforms

- Cloud-Based Analytics Environments
- Virtualized & Remote Work Infrastructure
- Enterprise IT Systems Support
- Web Applications & APIs
- Scalable Analytics Architecture

### Leadership & Cross-Functional Collaboration

- Stakeholder Communication
- Technical Project Leadership
- Cross-Functional Team Collaboration
- Training & Technical Enablement
- Process Optimization & Change Management

## Education

### Florida Atlantic University | Boca Raton, Florida

Master of Science – Data Science & Artificial Intelligence  
May 2025-present (expected graduation May 2027)

### Miami-Dade College | Miami, Florida

Bachelor of Science – Data Analytics | GPA 3.8  
August 2020 – May 2025

## Certifications

### Miami-Dade College | Miami, Florida

Artificial Intelligence Practitioner Certificate – August 2023 – May 2025 | GPA 3.8

### LinkedIn

Python Data Structures and Algorithms – August 2024  
Complete Guide to Power BI for Data Analysts by Microsoft Press – June 2024  
Managing Jira Projects: 1-3 – May 2024

## Interests

Fast cars, I own a 2023 Z51, Racetrack ready, Corvette Stingray & Orchids, I have a small orchid house in my backyard. 50 plus orchids of different types.