

MARCO VEGA

Austin, TX | [LinkedIn](#)

Digital Portfolio: marcovega.org

EDUCATION

The University of Texas at Austin, McCombs School of Business

May 2023

Master of Science, Marketing and Data Analytics

- Overall GPA: 3.71

Relevant Coursework: Statistics for Marketing, SQL, Market Data/Demand Modeling, Data Analytics/Dynamic Pricing, Data Analysis/Visualization, Data Visualization/Storytelling, Marketing Analytics I and II, Marketing Management

The University of Texas at Austin

May 2022

Bachelor of Science, Corporate Communications | Minor, Business Foundations

Relevant Coursework: Elements of Computers and Programming, Introduction to Data Science, Marketing

EXPERIENCE

Playstudios – Capstone Project; Austin, TX

January 2023 – Present

- Utilize SQL and Python to build a **k-means clustering analysis**, identifying distinct player segments and gaining insight into their early behaviors
- Design a **predictive model** using early player behaviors as inputs to predict long-term engagement and retention
- Leverage findings to **generate insights** for in-app and external marketing campaigns, effectively targeting and engaging with the identified segments

ALDI US – Marketing Research and Analytics Intern; Chicago, IL

May 2022 – August 2022

- Analyzed market and customer level data to formulate a **data-based strategy** to increase sales in Texas, resulting in a new standardized process for all projects
- Evaluated and created an **analysis** of market share, target segmentation, media preference, and competition to help guide future regional and divisional marketing campaigns
- Presented procedures, methods, and results through **data visualization** to key stakeholders and leadership

UT Austin - Teaching Assistant Statistics 301 Introduction to Data Science; Austin, TX

August 2021 – May 2022

- Facilitated weekly R walkthroughs-sessions for 40+ students to help apply programming subjects including **statistical analysis, regression models, logistic regression models, and data visualization**
- Lead weekly office hours with 15+ students to review code, adjust conceptual and syntax errors, and gather insights on quantitative results
- Supported professor in the development of quiz and homework questions by pilot testing questions

PROJECTS

Marketing Analytics I, UT Austin

November 2022

- Computed a **time series model** to predict revenues for Apple by computing a 2-period moving average forecast (one quarter ahead) and an exponentially smoothed forecast
- Improved the model using dynamic level, trend, and seasonality parameters (additive Holt-Winters Model)

Marketing Analytics I, UT Austin

October 2022

- Analyzed A/B Testing data from 3 marketing campaigns to find which had the greatest effect on sales by running **linear and log-linear regression models** on the different promotions, weeks, and interactions between markets

ADDITIONAL INFORMATION

Skills: R, Python, SQL, Tableau, Snowflake, Excel, Google Analytics, IRI, Unify, Microsoft tools

Languages: Fluent in Spanish and English

Work Eligibility: Eligible to work in the United States with no restrictions