

Gabriel Reynoso Romero

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Data Scientist | Growth Analytics · Customer Experimentation · Machine Learning

Education

Stevens Institute of Technology

Master of Science in Data Science (4.0/4.0 GPA)

Hoboken, New Jersey

Aug. 2025 – Exp. Dec. 2026

Relevant Coursework: Deep Learning, Generative AI, Applied Machine Learning, Time Series Analysis, Optimization for Data Science, Statistical Methods.

Instituto Tecnológico Autónomo de México (ITAM)

Bachelor of Science in Mechatronics Engineering, graduated with honors (9.53/10 GPA)

Ciudad de México, México

Aug. 2014 – Jun. 2019

Bachelor of Science in Industrial Engineering, graduated with honors (9.49/10 GPA)

Work Experience

Klar

Senior Growth Business Analyst (Team Lead)

Ciudad de México, México

Oct. 2021 – Aug. 2025

- Led a cross-functional team of 6 analysts owning the referral program, customer engagement, and LTV strategy across a **2.1M MAU** base (4× growth from 500K in 2023).
- Scaled biweekly referral campaigns from **3K to 12K referees** with only \$0.50 CAC uplift, running experiments on a 450K-user cohort.
- Grew 3-month post-activation LTV from **\$15 to \$37** by optimizing credit conversion funnels and savings account adoption for non-approved users.
- Built Python-based CRM automations and causal inference pipelines to guide growth strategy and KPI decisions.
- Integrated Adjust and AppsFlyer attribution data into the company DWH, enabling multi-touch marketing measurement across acquisition channels.

Ford Motor Company

Data Analyst Engineer

Ciudad de México, México

Mar. 2021 – Oct. 2021

- Developed and deployed a warranty analytics dashboard in Python (Dash) with Jenkins CI/CD, used daily by a **35-person team in the USA**.

Ben & Frank

Data Engineer / Analyst

Ciudad de México, México

Sept. 2019 – Feb. 2021

- Supported expansion from 7 to **20 physical stores**; grew monthly sales from **MXN \$5M to \$30M** within one year.
- Automated operational processes using cloud services (AWS: Lambdas, EC2); helped defining and measuring core business KPIs (ARPAC, LTV, recency/frequency).
- Supported the company's first international expansion into Colombia.

Technical Skills

Programming: Python (6 yrs), SQL – Redshift, PostgreSQL, BigQuery (5 yrs), Java (3 yrs), R (2 yrs), MATLAB (2 yrs), C/C++ (2 yrs).

Machine Learning: scikit-learn, Keras, TensorFlow, pandas, NumPy, Jupyter.

AI / LLM: OpenAI API, Anthropic API.

Cloud: AWS (S3, Lambda, EC2), Google Cloud Platform (BigQuery, Kubernetes).

BI Tools: Tableau, Power BI.

Other: Git, Linux, Jenkins, Bash, Advanced Excel (VBA), HTML, CSS.

Languages: English (Fluent), Spanish (Native).

Projects

FIFA World Cup 2026 Predictor

Personal Project

Built a two-stage forecasting system: a Dixon-Coles bivariate Poisson model (context-dependent ρ , home advantage, MLE-fitted attack/defense ratings) refined by a LightGBM calibrator using squad market values and a custom Elo rating.

Traffic Optimization via Collective Intelligence

Stevens Institute of Technology, Fall 2025

Applied Collective Intelligence frameworks to urban traffic flow optimization. Course project for Applied Machine Learning.

Best Thesis Award — XXVI Premio de Investigación ExITAM 2021

ITAM, 2020

“Design and Implementation of a Heterogeneous Teleoperation System for Remote Engineering Education.” Mechatronics & Industrial Engineering.