

# MAYCOL MORENO DAZA

## Data Scientist | Machine Learning & Data Engineering

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### PROFESSIONAL SUMMARY

Mid-level Data Scientist at Anheuser-Busch InBev (the world's largest brewer) building production-grade machine learning and optimization systems that guide multimillion-dollar marketing investment decisions across international markets. Specialized in predictive modeling, forecasting, causal measurement, NLP, and scalable data engineering on Azure and Databricks, with end-to-end ownership from data pipelines to model deployment and monitoring. Progressed from intern to Data Scientist to a mid-level promotion in ~13 months; partners daily with cross-functional, international teams across Colombia, the U.S., and India. Microsoft Azure (AZ-900, DP-900) and Google Cloud certified.

### TECHNICAL SKILLS

**Programming Languages:** Python, R, SQL

**Data Science & Machine Learning:** Predictive Modeling, Statistical & Causal Modeling, Forecasting, Feature Engineering, Clustering, PCA, Neural Networks, Deep Learning, Computer Vision, NLP (BERT), XGBoost, Bayesian Modeling, Experimentation & A/B Testing, Optimization; scikit-learn, TensorFlow, PyTorch

**Data Engineering:** ETL, Data Pipelines, Apache Spark (PySpark), Databricks, Unity Catalog, Delta Lake, Azure Data Factory, Data Warehousing

**MLOps:** MLflow, Apache Airflow, Datadog, Docker, Git / GitHub, GitHub Actions (CI/CD), Azure DevOps, Model Deployment & Monitoring

**Cloud Platforms:** Microsoft Azure (Blob Storage, Azure SQL, DBFS), Google Cloud Platform (GCP)

**Databases & Warehouses:** Azure SQL, Snowflake, Vertica, NoSQL

**BI & Visualization:** Power BI, Plotly, Matplotlib

**Core Competencies:** Business Analytics, Decision Science, Stakeholder Management, Cross-functional & International Collaboration

### PROFESSIONAL EXPERIENCE

#### Anheuser-Busch InBev (Bavaria)

Bogotá, Colombia

Mid-level Data Scientist

Sep 2025 – Present

- Lead the continuous improvement and cross-market adoption of **WatchTower**, a causal investment-optimization platform — incorporating new data sources, refining predictive logic, and enhancing model interpretability for business stakeholders.
- Build new features and data pipelines for model scalability and regional rollout, improving accuracy, reducing latency, and enabling deployment across additional LATAM markets.

Data Scientist

Feb 2025 – Sep 2025

- Localized and deployed a U.S.-developed investment-optimization model (WatchTower) for Colombia; the framework now guides ~13% of annual Sales & Marketing budget reallocation across 4 markets and contributes to ~30% of the annual business target.
- Fine-tuned and productionized BERT-based NLP models for automated sales-order classification, categorizing 200,000+ historical purchase orders and reducing manual processing time.
- Partnered with cross-functional, global teams (Colombia, U.S., India) to validate results and align model outputs with business objectives.

Data Scientist Intern

Aug 2024 – Jan 2025

- Supported the Mexico operation of **Smart Discounts**, a promotion-optimization framework, within a LATAM rollout (Colombia, Mexico, Ecuador) — contributing to data integration, feature validation, and local adaptation.
- Designed an AI-driven ranking algorithm to prioritize promotional offers by customer purchase propensity, and built Python/SQL data pipelines ensuring reliable, scalable data flow.

#### Outlier

Remote

AI Engineer

Jan 2024 – Aug 2024

- Evaluated and refined AI-generated code and advanced model behavior (reasoning, RAG workflows, code generation), contributing to a **30% reduction in critical errors** and improved model reliability.

### EDUCATION

#### B.Sc. in Systems and Computer Engineering — Universidad del Norte

Jan 2020 – Dec 2024

- GPA: 4.6 / 5.0 (≈ 3.7 / 4.0)** — top-tier academic standing.
- Thesis: Data Analytics for Criminal Behavior in Large Cities** — applied statistical analysis and machine learning to real-world urban data to identify behavioral patterns and inform decision-making.

### PROJECTS & ACHIEVEMENTS

- National Finalist — MinTIC Government Hackathon (Colombia):** built a real-time computer-vision application to detect drugs; selected as a Top-16 team out of 100+ teams (1,000+ participants) and presented the solution at the Ministry of ICT (MinTIC) in Bogotá to ministers and government stakeholders.

### CERTIFICATIONS & LANGUAGES

**Certifications:** Microsoft Azure Fundamentals (AZ-900); Microsoft Azure Data Fundamentals (DP-900); Google Cloud Big Data & Machine Learning Fundamentals. | **Languages:** Spanish (Native), English (C1, Professional Working Proficiency).