

RUBÉN CARRASCO

DATA SCIENTIST | SOFTWARE DEVELOPER | CX SOLUTIONS ENGINEER

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SUMMARY

As a Data Scientist and CX Solutions Engineer, I specialize in creating innovative CX solutions and CRM platforms enhanced by AI technologies. My efforts in integrating AI with CRM systems have led to the development of over 10 web-based applications, significantly improving response times and personalization. I also spearheaded the development of CI/CD pipelines, achieving a 25% quality improvement within three months. Consistently exceeding performance targets by over 200%, my work drives notable advances in customer experience and operational efficiency through strategic use of data and technology.

EXPERIENCE

CX Solutions Engineer

Telefónica España ES

2022 - Present Madrid, SP

- Developed and implemented cutting-edge customer experience (CX) solutions, focusing on CRM platforms such as Salesforce and Dynamics, to enhance customer engagement and satisfaction through personalized interactions.
- Employed advanced AI technologies, including language learning models (LLMs), for automating and optimizing customer communications and support, significantly improving response times and personalization at scale.
- Delivered 10+ web-based software solutions.
- Spearheaded initiatives to integrate AI and automation with CRM systems, driving efficiency in customer data analysis and enabling proactive customer experience strategies informed by real-time insights.

DevOps Developer Internship

Telefónica España ES

2023 - Present Madrid, SP

- Collaborated with the development team on various projects aimed at enhancing software quality, ensuring adherence to ISO 33000 quality
- Leveraged GitLab and Redmine for version control and project management, playing a key role in developing CI/CD pipelines that enhanced deployment and integration efficiency. This contributed to a 25% increase in quality within three months.
- Played a key role in automating operations within the full-stack operations team, improving efficiency and reliability of development workflows.

Cisco Technologies Presales Consultant

Telefónica España ES

2019 - 2020 Seville, SP

- Conducted in-depth consultations with prospective clients about Cisco's collaboration solutions, identifying their business needs to recommend tailored technology strategies.
- Led live 150 + demos and proof-of-concept projects to illustrate the practical benefits and efficiency gains of Cisco's collaboration platforms, enhancing client understanding and engagement.
- Worked in tandem with sales and engineering teams to architect and propose customized Cisco collaboration solutions, ensuring alignment with client objectives and maximizing potential for sales success.

TECH STACK

| | | |
|-------------------|----------------------|----------------|
| Python | Java | NumPy y Pandas |
| Scikit-learn | TensorFlow y PyTorch | |
| Matplotlib | Seaborn | Tableau |
| Plotly | PowerBI | BlueJ |
| VSC | Android Studio | Git |
| Flask | Heroku | HTML y CSS |
| Hugging Face | AWS/GCP/Azure | |
| Docker/Kubernetes | | CI/CD Tools |

PROJECTS

Reengineering Software Release Processes to ISO 33000 Standards

2023 - Present Madrid

Development of an Automated Software Quality Verification System according to ISO3300

- Achievement: Attainment of a 25% Improvement in Development Timelines.
- Standardization of Developer Pipelines Following a Unified Convention at Telefónica, Resulting in a 30% Reduction in Software Bugs.

EDUCATION

Cross-Platform Application Developer Degree

iFP

2022 - Present

GPA
9 / 10

Data Science & Machine Learning Engineer

4 Geeks, Miami. USA.

2023 - 2024

GPA
10 / 10

Master's in Cybersecurity

Universidad Católica San Antonio

2021 - 2023

GPA
10 / 10