

JEELY NICOLE L. OBRERO

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Data scientist/Data Analyst/Software Developer with more than 9 years of experience in the financial services industry, with a proven track record in transforming data into strategic insights, executing data-driven solutions, and driving continuous improvement

PROFESSIONAL EXPERIENCE

IQ-EQ PHILIPPINES (Investor Services) | Pasig City, Philippines

Senior Data Analytics and BI Developer (*Data Analytics and Reporting Team*)

Aug 2021 – Jun 2022

- Designed and developed machine learning, natural language processing and knowledge graph proof-of-concepts and prototypes by leveraging graph technology platforms such as neo4j, graphDB, TigerGraph, Diffbot, and existing financial ontologies (FIBO)
- Supported product development and initiatives by working closely with internal stakeholders to identify external data sources, formulate analytics use cases and core data product offerings of the IQ-EQ insights platform
- Mentored the analytics team in python and data science by setting-up mini analytics projects quarterly, and facilitating weekly discussions
- Established the framework and coding standards for data science and analytics projects at IQ-EQ

YONDU, INC | Taguig City, Philippines

Consultant for Sun Life Financial, Analyst Programmer (*Policy Administration System*)

Sep 2019 – Mar 2020

- Facilitated 3 insurance product releases by setting up datasets and implementing code enhancements to the system

SEVENSEVEN GLOBAL SERVICES, INC | Pasig City, Philippines | New Jersey, USA

Consultant for Prudential Financial, Reporting Application Analyst (*Regulatory Reporting System*)

Jan 2019 – Jul 2019

- Handled large amounts of data to produce weekly, monthly, quarterly and annual business quality and market conduct reports
- Improved data integrity by identifying and resolving data quality issues and gaps in both operational and reporting databases
- Shortened by 50% the run time of annual regulatory reports by modularizing and automating SQL query scripts and code
- Led the data migration and upgrade of reporting platforms to facilitate data sharing and integration among different sub-systems

Consultant for Prudential Financial, Software Developer (*Sales Practices and Oversight Compliance System*)

May 2013 – Jul 2019

- Ensured that daily sales malpractices data are available, accurate and timely by consolidating and processing data from different systems
- Fulfilled ad-hoc reporting, data extraction and analysis requests from internal stakeholders
- Reduced querying response time by 10% by fine-tuning queries & stored procedures and implemented inline large objects (LOBs)

EDUCATION

ASIAN INSTITUTE OF MANAGEMENT

Master of Science in Data Science

Mar 2020 - Jun 2021

- Relevant coursework: Speech emotion recognition using deep learning; Predicting rainfall occurrences in the Philippines using machine learning; Uncovering clusters of Airbnb listings in Tasmania, Australia; Demand forecasting using machine learning; Discovering major topics of customer reviews in Yelp; Factors driving Filipino students' reading proficiency in PISA 2018: a network science approach

UNIVERSITY OF THE PHILIPPINES - DILIMAN

Bachelor of Science in Industrial Engineering

Jun 2008 - Apr 2013

- DOST-SEI Merit Scholar, Cream Silk Women Empowerment Scholar

DATA SCIENCE PROJECTS

AI-Based Policy Formulation for Improving Filipino Students' Performance in the 2018 Program for International Student Assessment (PISA)

Skills: Data Wrangling, Data Mining, Network Science, Supervised Machine Learning, Cloud Computing, Interpretable ML

Industry: Public Sector, Government, Education

- Developed action points for intervention and policy formulation for the Department of Education by analyzing drivers of students' performance in the PISA (e.g. global awareness and socio-economic status)

Beauty in Big Data: topic modelling on r/skincareaddiction subreddit

Skills: Data Mining, Data Wrangling, Natural Language Processing, Unsupervised Machine Learning, Cloud Computing

Industry: Retail, Luxury Goods, Beauty & Cosmetics

- Developed marketing strategies and competitive landscape insights for skincare retailers by analyzing 75 GB worth of text comments and uncovering key brands and recommended ingredients for common skincare problems

Sole Searching: Identifying shoe brands based on shoeprints using deep learning

Skills: Convolutional Neural Networks, Image Processing, Deep Learning

Industry: Forensics, Law Enforcement

- Built an application to augment policework and forensics that identifies shoe brands based solely on the footwear outsole impressions

SKILLS AND INTEREST

Languages: English, Filipino, Ilonggo

Technical Skills/Tools: Graph Database (neo4j, Ontotext, FIBO), SQL (DB2, MS SQL), Elasticsearch, Python for Data Science (pandas, numpy, plotly, networkx, keras, folium, sklearn, SQLite, py Spark), Machine Learning, Deep Learning, Data Mining (selenium, beautiful soup), Natural Language Processing (spacy, nltk), Amazon Web Services, Business Intelligence / Data Visualization (Tableau, Power BI, D3JS), Data Engineering (Big Data, Data Modeling), Git, SSIS, Crystal Reports, Cobol Z/OS, JCL, Software Development Lifecycle (SDLC)

Certifications: Neo4J Certified Professional

Interests: Practicing yoga and meditation; Traveling to learn about local culture and food; Doing crafts and DIY projects