

ADRIAN TAME JACOBO

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TECHNICAL SKILLS

Programming Languages:	Python, SQL, R, Bash, MATLAB, among others.
Cloud Systems:	GCP, Azure, AWS
Tools and Frameworks:	Git, PyTorch, Snowflake, Databricks, Tableau, Airflow, PowerBI, Office Suite
Select Machine Learning Specializations:	NLP with Transformers, Time Series Analysis and Forecasting, Information Retrieval, A/B Testing, Simulation & Bayesian Methods, Anomaly Detection Methodologies
AI Tools and Frameworks:	OpenAI Agent SDK, OpenAI API, Claude Code, Cursor, Open Source Models (Stable Diffusion, GPT-OSS, MOE and reasoning models), RAG Methodologies

EXPERIENCE

Senior Data Scientist, Zillow Group, Full Remote	February 2024 - Present
<ul style="list-style-type: none">Principal data scientist & data engineer for all consumer acquisition and engagement data products, including consumer segmentation and marketing A/B tests.Primary interviewer and onboarding partner for Data Science, Engineering and Analytics roles.Designer and developer for user facing search algorithms and strategic revenue operations ML models.Maintainer and core contributor for internal generative AI tools for SQL applications.	
Data Science Manager, Coca-Cola FEMSA, CDMX	August 2023 - February 2024
<ul style="list-style-type: none">Project lead for all Generative AI efforts for the company.Analytics lead for select projects in Finance, Revenue Growth Management, Procurement, Marketing and E-commerce.Translation of data-driven insights into relevant stories and insights for senior executive-level audiences.	
Senior Data Scientist, Coca-Cola FEMSA, CDMX	September 2022 - August 2023
<ul style="list-style-type: none">Analytics lead for Revenue Growth Management projects (market share analysis, price optimization, promotion evaluation)Analytics lead for Finance & Procurement projects (probabilistic optimization of financial hedging strategies)Team and project lead for Data Finance projects	
Business Intelligence Consultant, Rainmaker Group, CDMX	June 2022 - September 2022
<ul style="list-style-type: none">Delivered data-driven solutions for internal tooling, improving reporting automation and decision efficiency.	
Tech Lead a personal startup (Pinecone Labs)	January 2020 - June 2022
<ul style="list-style-type: none">Built a startup based on a recommendation system for art based on computer vision and clustering algorithms.	

EDUCATION

Instituto Tecnológico Autónomo de México, Mexico City, MX <i>Masters of Science in Data Science</i> <i>Thesis:</i> BASS models for Posterior Inference in Bayesian Optimization	June 2022
Instituto Tecnológico Autónomo de México, Mexico City, MX <i>Bachelors of Science in Applied Mathematics</i> <i>Thesis:</i> Finite Elements for Second Order Elliptic Problems	May 2019

RESEARCH, TEACHING, AND ACADEMIC EXPERIENCE

ITAM, Professor, CDMX	Fall 2019
<ul style="list-style-type: none">Professor for the certificate in Statistics.	

- Taught programming in R and applied statistics at the graduate level.

ITAM, Lecturer, CDMX

Fall 2018

- Developed and gave the ITAM lectures on the LaTeX programming language (fall semester 2018).
- Developed and gave the ITAM lectures on the R programming language (spring semester 2018 to fall semester 2019).

CONACYT, Research Assistant, CDMX

2018

- Research assistant under Dr. Victor Guerrero, SNI Level III.
- Classification and research into articles relating to time series modeling.

Laberintos e Infinitos, Subdirector , CDMX

2017 - 2018

- In charge of what got printed and heightened editing responsibilities.

PUBLICATIONS

For a full list of my publications, [follow this link](#).