

ADRIAN TAME JACOBO

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Github: github.com/AdrianTJ | LinkedIn: linkedin.com/in/adrian-tj/

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

- 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

- 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

- 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

- Delivered data-driven solutions for internal tooling, improving reporting automation and decision efficiency.

Tech Lead a personal startup (Pinecone Labs)

January 2020 - June 2022

- 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

June 2022

Masters of Science in Data Science

Thesis: BASS models for Posterior Inference in Bayesian Optimization

Instituto Tecnológico Autónomo de México, Mexico City, MX

May 2019

Bachelors of Science in Applied Mathematics

Thesis: Finite Elements for Second Order Elliptic Problems

RESEARCH, TEACHING, AND ACADEMIC EXPERIENCE

ITAM, Professor, CDMX

Fall 2019

- 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](#).