

Isagani Julian Hernandez III

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SUMMARY

Analytical and inventive Data Science candidate with a specialized focus on **Marketing Performance Storytelling**. **Expert in leveraging a technical arsenal**—including SQL, Python, and Tableau—to translate complex media and e-commerce data into actionable insights. **Proven ability to collaborate with leadership** to optimize acquisition campaigns and deliver data-driven growth strategies.

EDUCATION

University of North Texas **Expected: May 2026**
Master of Science - Data Science 3.9/4.0 GPA

- **Relevant Coursework:** Data Engineering, Big Data Analytics, Data Modeling, Data Visualization, **Decision Science**, **Machine Learning**, and Deep Learning.
- **Graduate Researcher:** Currently architecting a Master's thesis focused on Data Science and Machine Learning Optimization.
- **AI Product Strategy Incubator:** Focused on AI for entrepreneurship and product innovation.

University of North Texas **December 2022**
Bachelor of Science - Information Science, 3.8/4.0 GPA

- **Concentration:** Health Information Management (High-compliance data environment).
- Awards: Graduated **Magna Cum Laude**, UNT Recognition Award, Dean's List, and President's List

SKILLS

- **Machine Learning:** XGBoost, Random Forest, HDBSCAN (Geospatial Clustering), Time-Series Forecasting, and Anomaly Detection.
- **Data Engineering:** SQL (PostgreSQL, BigQuery), ETL Pipeline Automation, Data Modeling (ERD), and Big Data Analytics.
- **Analysis & Visualization:** Tableau, Power BI, Looker Studio, Google Analytics 4 (GA4), and Advanced Excel.
- **Generative AI:** Prompt Engineering (Gemini, ChatGPT), LLM API Integration, and RAG System Architecture.
- **NLP:** Sentiment Analysis, Topic Modeling (LDA), BERT, and Transformer Architectures.

PROJECT EXPERIENCE

Deep Learning RAG Interview Prep Agent

- **Architected a high-performance retrieval pipeline** using ChromaDB and LangChain to process complex research papers.
- **Integrated multi-provider LLM support** (Groq, Ollama) and utilized LangGraph to manage stateful conversation flows with hallucination guardrails.

Guardian Recruit: Hybrid Fraud Detection & XAI

- **Leading research** to design a dual-stream Fusion Layer integrating linguistic patterns with statistical metadata for real-time fraud detection.
- **Implemented SHAP-driven risk scores** to provide interpretable AI reasoning and economic benchmarking for job seekers.

SafeRoute Analytics: Spatio-Temporal Accident Mitigation

- **Engineered a pipeline processing 7.7M traffic records** using IQR-based outlier detection to ensure high model integrity.
- **Deployed an interactive Streamlit dashboard** featuring HDBSCAN clustering and an LLM-powered safety advisor.

InklImpact: Strategic Retention & LTV Intelligence

- **Identified 43.8% revenue leakage** through diagnostic ETL engineering and detailed funnel mapping.
- **Recommended a 20% budget reallocation** toward high-LTV channels based on session-to-profitability correlations.

PROFESSIONAL EXPERIENCE

E-Commerce Founder & Analyst Leader, Sustainable Fashion Resale, (Remote) **June 2024 – Present**

- **Data Preparation:** Engineered end-to-end ETL pipelines using SQL and Python to automate collection and ensure 100% data accuracy.
- **Exploratory Analysis:** Developed time-series models to improve inventory turnover accuracy by 25% via deep-dive elasticity analysis.
- **Decision Support:** Designed Tableau dashboards to track daily DTC performance, delivering insights for strategic expansion.

Internship Data Analyst - Marketing Analytics, UbeCharms LLC, (Remote)

August 2024 – October 2024

- **Technical Translation:** Built interactive Tableau visualizations to present findings to non-technical leadership, increasing projected ROI by 12%.
- **Insight Generation:** Correlated search trends with conversion data to identify a 15% untapped market opportunity.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- **Google Analytics 4 (GA4) Certification** **January 2026**
- **Google Data Analytics Certificate** **August 2023**
- **Oracle Cloud Infrastructure: AI Foundations Associate**, **October 2025**