Karine Boucher

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WHAT PEOPLE SAY ABOUT ME?

Accountable • Resilient • Problem solver • Critical thinker • Empathic • Flexible • Passionate • Curious

SUMMARY

Willing to deliver innovative business solutions and strategies through Data Science & Machine Learning.
Leveraging my cross-background, I drive diversity and possess an innate ability to understand clients' needs and offer data-driven business solutions aimed at driving profitability for your company.

EXPERIENCE

Data Science & Machine Learning Consultant | Freelance | France & Mexico | March 2022 - Present
- Develop machine learning algorithms to optimize data analysis and processes of large datasets resulting in improving insights and strategic decision-making for international clients leading to a 20% in profit.

Founder - President | Fundación Renovarse | Cancun, Mexico | Aug 2020 - Present
- Engineered a self-sustaining non-profit business model through strategic partnerships and innovative social entrepreneurship initiatives benefiting local people in-need and female individuals in custody, reaching financial independence within 10 months of operation without dependence on donations.

Business Development Director | Odentio | Remote | Apr 2019 - Nov 2020
- Conducted data analysis to identify market trends and new opportunities, resulting in the development and execution of strategic plans that led to onboard 5 new hotels, driving a revenue increase of $2 million in partnership with the sales team.
- Cultivated and nurtured relationships with owners of 8 boutique hotels, resulting in a 20% increase in business partnerships.

Founder - CEO | Asociación Recicla Tu Ropa | Cancun, Mexico | Jan 2016 - Jul 2020
- Launched and managed Mexico's inaugural textile recycling program, showcasing prowess in sustainability, project management, and community engagement to repurpose textiles, driving environmental conservation goals. Achieved financial independence within 18 months without external funding support, demonstrating fiscal acumen and strategic planning skills.

Founder - CEO | Babyssima | Paris, France | Apr 2012 - Dec 2015
- Designed the growth of a start-up, 1st French marketplace specialized in baby products, into a profitable enterprise with a 250% revenue increase over three years by strategically expanding service offerings and diversifying client acquisition channels.

Market Manager | Expedia | Paris, France | Apr 2007 - Mar 2012
- Responsible for the 2nd region in France, increased hotel revenue by 70%, doubled the hotel portfolio, reaching 100% increase in tariff competitiveness rate, adding 5 key accounts through strategic negotiations and effective market analysis, enhancing regional revenue growth.

Director of Sales & Marketing | Hyatt Regency | Cancun, Mexico | Jan 2005 - Mar 2007
- Drove a notable 8% boost in occupancy rate and $15 uptick in RevPAR by successfully prospecting and closing deals with 2 key tour operators in the US through utilizing cultural insights and forging strategic partnerships.

Sales Manager - Marketing Analyst | Grand Fiesta Americana Coral Beach Resort & Hyatt Regency | Mexico | Jan 2001 - Dec 2005
- Spearheaded the expansion into 3 new international markets, growing territory sales by 150% through strategic analysis of travel trends and executing targeted multi-channel marketing campaigns and data analysis.

EDUCATION

Applied Data Science Program: Leveraging AI for Effective Decision-Making | MIT Professional Education | 2023
Master´s Degree | ESCE International Business School | Paris, France | 2001

CERTIFICATIONS

Supervised Machine Learning | DeepLearningAI & Coursera | 2024
Cybersecurity for Data Science | University of Colorado Boulder | 2024
Associate Data Scientist in Python | DataCamp | 2024
SC-900 Microsoft Security, Compliance and Identity Fundamentals - course | Microsoft Community | 2024
SQL for Data Scientist | DS4B Data Science for Business | 2023
Tableau for Data Science | DS4B Data Science for Business | 2023
Mastery Python Data Science | DS4B Data Science for Business | 2022

COURSEWORK

Adversarial Machine Learning | Passionate in fortifying model resilience, uncovering vulnerabilities and enhancing system security.

HONORS AND ACHIEVEMENTS

Citizen of the Year 2022 | TV Azteca Foundation
• Recognized for innovative entrepreneurship with a focus on social responsibility and positive community impact.

Keynote speaker | TEDx | Nov 2018
• Engaged audiences to discuss the challenges and sustainable solutions for the global textile economy.

CAREER CAPITAL SKILLS

Python | MySQL | Tableau | Data Analysis & Visualization | Numerical & Statistical Methods

Office | Canva | Photoshop | Salesforce | Soho CRM

Fluent in English, Spanish and French. Good knowledge in Portuguese and German.

COMMUNITY

WiDS Women in Data Science (USA) | **WiCyS** Women in Cybersecurity (USA) | **Women On Hugging Face** | **WomenInData** (UK)