KELLY ZAVALETA ZARATE

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PROFESSIONAL PROFILE

Industrial Engineer (Ranked 1st, PUCP | National Merit Scholarship) with more than 2 years of experience in **Data Science and Artificial Intelligence**. I stand out for **independent analytical thinking** in solving complex problems, designing **data and AI solutions, including building accessible interfaces for non-technical audiences.** I practice **purposeful leadership**, guiding teams to first place in hackathons (Belcorp, Credicorp) and democratizing technical knowledge through academic mentorship, corporate mentorship, and research. With a **deep civic mindset** demonstrated through social-impact ideas.

PROFESSIONAL EXPERIENCE

PACÍFICO EPS — Health Insurance **(Dec 2025 – Present)**

Data Scientist | Pricing & Analytics | Lima, Peru

- **Leadership & Recognition:** First place in the Talent Day (Credicorp group strategy challenge), leading a multidisciplinary team.
- **Team Empowerment & Automation:** Reduced the time of a process from 2 weeks to just 2 hours using Python. Scaled this impact by leading Python training sessions for 9 non-technical colleagues.
- **Strategic Translation (Business-Technology):** Developed analytical models that make each variable's contribution to the business understandable. Also built automated HTML reports that interactively centralize multiple data sources for management.
- **AI Adoption & User Experience:** Accelerated the adoption of data tools by deploying scoring models into production integrated with an intuitive interface (Flet in Python). This allowed the business to run models without writing code, reducing dependency on the technical team.
- **Predictive Modeling & Risk Optimization:** Built risk scorecards and logistic regression models. Ran statistical validation of A/B/C/Control tests.

BELCORP — Beauty Multinational (LATAM) **(Jul 2024 - Dec 2025)**

Omnimedia Analyst | Brands & Digital Media | Lima, Peru

- **Leadership & Innovation (LATAM Hackathons):** First place in 2 internal hackathons at the Latin America level, serving as team leader in both, defining business-oriented strategy and developing solutions with different AI tools to solve critical, real business problems.
- **Digital Transformation with Generative AI:** Named "AI Champion" of the team; key activities included developing and integrating AI use cases via the ChatGPT Enterprise API into real-time platforms.
- **Media Strategy & ROI Maximization:** Tracked and supported the Marketing Mix Modeling (MMM) project with Deloitte, translating statistical results into actionable recommendations that defined optimal marketing budget allocation for the following period.
- **Experimentation & Automation at Regional Scale:** Integrated the Meta, TikTok, and Google Ads APIs via Python, automating digital campaign data ingestion across LATAM markets and eliminating manual work.

PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ (PUCP) **(Aug 2025 - Dec 2025)**

Teaching Assistant | Faculty of Science & Engineering | Lima, Peru

- **Teaching Vocation & Voluntary Mentorship:** Guided student teams in market studies. Driven by a genuine passion for teaching, I dedicated voluntary extracurricular advising hours to ensure their projects' success.

BELCORP **(Aug 2023 - Jun 2024)**

Internal Audit Intern | Lima, Peru

- **Initiative & Process Optimization:** Automated the processing of large volumes of information by building a script from scratch in R. This solution cut periodic audit execution time by 50%, freeing the team to dedicate more hours to in-depth operational risk analysis.

PROJECTS & PUBLICATIONS

- **Civic Initiatives - "EnFoco" Project (Feb 2026 - Present):** Co-leading the creation of a free web platform for parents of children with ADHD, alongside a clinical neurologist and a fellow engineer.
- **STEM Education & Leadership - "Pequeños Solucionadores" Program (Jan - Feb 2026):** Designed and led an intensive virtual pilot program on Design Thinking with AI for 7 students from vulnerable communities. Structured a curriculum focused on developing their critical thinking, analyzing community problems, and applying technological tools to propose real solutions, directly strengthening their confidence and leadership.
- **Independent Research - Hybrid ML for Inventory Optimization (Published):** Author of academic research combining Random Forest and Genetic Algorithms to solve complex supply-chain problems. Published in the prestigious Q1 journal MDPI Logistics (Impact Factor: 3.6, CiteScore: 8.0).

UNIVERSITY LEADERSHIP & VOLUNTEERING

- **Team Leader (Monitor) - Desafíate PUCP (Oct 2022 - Dec 2022):** Led and mentored three multidisciplinary teams (15 students total).
- **Class Delegate - PUCP (2021 - 2022):** Served as a volunteer student representative and academic liaison across different courses.

EDUCATION

Pontificia Universidad Católica del Perú (PUCP) **(2019 – 2024)**

B.Sc. in Industrial Engineering (GPA 17.02/20) | Lima, Peru

- **Academic Excellence:** Ranked 1st out of 72 in the 2024-1 graduating class (Top 1% of the faculty throughout the entire academic program).
- **Beca 18 (PRONABEC):** Awarded Peru's most competitive and comprehensive government scholarship, granted for exceptional academic merit to high school students living in poverty.

CERTIFICATIONS & SELECTED COURSES

- **Advanced English C1 (TOEFL iBT 100**), Credit Scoring in Python, ARIMA Models (DataCamp), Python and Pandas for Data Engineering (Coursera), Scripting with Python and SQL for Data Engineering (Coursera), Advanced Visualization with Tableau (Coursera), Power BI (IDAT), Data Expert (BELCORP), Relational Database Design (Coursera), The Structured Query Language (Coursera), Intermediate SQL (DataCamp), Intermediate R (DataCamp), Aspire Leaders Program (Aspire Institute, founded at Harvard).