

C.V Mara Geraldina Destefanis

Journalist /Data Analytics / University Teacher

PERSONAL INFORMATION

Contact:

Phone: +598 099041531

Emails: maragdestefanis@gmail.com

Location:

La Pedrera, Rocha, Uruguay

Networks:

Web: <https://www.maradestefanis.com>

LinkedIn: <https://www.linkedin.com/in/maradestefanis/>

GitHub: <https://github.com/MaraDestefanis>

D_Empathy Project: <https://dempathyproject.com/>

EDUCATION

Master Data Science

MIT Initiatives of Massachusetts Institute of Technology

with UTEC University Technology Uruguay

October 2019 - May 2022

Uruguay

Executive Business Management Program

U.C.E.M.A. University

2005

Argentina

Bachelor of Social Communication

National University of Córdoba

1993 - 1998

Argentina

WORK EXPERIENCE

La Nación, Newspaper

2023 - Currently

Collaborator Journalist

Argentina

La Mañana, Weekly Newspaper

2024 – Currently

Collaborator Journalist

Uruguay

Instituto CPE

2023

Teacher R Studio
Initial and intermediate
Uruguay

BigDataMachine

2014 – 2023
Founder CEO Start Up
Social Business Intelligence System – SBI -

Siglo 21 University

2015 - Currently
Teacher Data analytics and Bigdata
Business and Postgraduate School
Argentina

Belgrano University

2024 - Currently
Teacher Management based on Data Analysis
Business Program
Argentina

01Market Agency

2007 -2014 | Latam
Founder and CEO Marketing Agency
Design of creative and scalable business strategies
with Marketing, Communication and Technology

Distecna SA

2003 -2006 | Latam
Marketing and Business Management
Technological industry Software – Hardware

Telecom

1999 -2000
Marketing and Communication Management
Argentina

La Voz del Interior, Newspaper

1997 – 2000
Journalist

ADDITIONAL WORK EXPERIENCE

Northern Arizona University and associated with NSF POSE

2024 – Currently
Collaborator for the data table project (based on the R package of the same name)

D_Empathy Project

2024 – Currently
Independent, Open and collaborative journalism project
Founder

CONGRESSES, WORKSHOPS AND AWARDS

CONFERENCES AND CONGRESSES

Since 2014

Countries in Latin America: Colombia, Argentina, Uruguay, Chile, Perú, Paraguay, Nicaragua.

Somes Examples:

- Campus Party Paraguay 2022
- Wids Congress Perú 2021
- E-commerce Day Argentina 2018-2019-2020
- Compliance and Big Data, Austral University Argentina
- Cuyo Online, Argentina 2017
- Mkt Trend Paraguay 2018
- CLEIN Chile 2022

WORKSHOPS AND PARTICIPATIONS

• Coordinator in the Marketing Commission
Argentine Chamber of Electronic Commerce.
CACE) 2018 (cace.org)

• Entrepreneur Program Mentor
Buenos Aires, Argentina
Entrepreneur Pact 2016

• Workshop Open Data Journalism
Conference on Data Analysis in Journalism
• National University of Córdoba August 2015

AWARDS

• **ANII - National Agency for Innovation and Research**
2020 – 2021
Acceleration and Seed Capital BigDataMachine.net
Uruguay

• **Baitec Entrepreneur Program 2013**

• **IAE University Semifinalist**
Entrepreneurial Program “NAVES”

• **TechCrunch, San Francisco USA**
2014-2015
Selection of BigDataMachine by the
Consulate of the Argentine Republic
at the Technology Fair

• **Ogilvy Finishers**
2015
Entrepreneur Contest Finalist
Argentina

PROGRAMMING SKILLS

- R Programming. Packages:
 - tidyverse: dplyr, ggplot, tidyr, lubridate
 - data.table
 - stats.
 - ggplot2
 - dashboard: quarto book, quarto web, shiny.
- Reports: writing and designing with Quarto for websites, books and digital presentations.
- Python . Packages:
 - Data Analysis Tools
 - pandas
 - scipy
 - numpy
 - Machine Learning Tools
 - tensor Flow
 - scikit learn
 - PyTorch
 - keras
 - Data Visualization Tools
 - matplotlib
 - plotly
 - bokeh
 - streamlit
- Git-Github