Diego Martinez Gonzalez

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PROFILE

Dual-degree student in Business Administration and Data & Business Analytics seeking an off-cycle data analytics internship. Hands-on experience building machine learning pipelines in Python and managing pricing, distribution and inventory as co-founder of a mezcal brand.

EDUCATION

IE University — Madrid, Spain | Expected 2028
Dual Bachelor in Business Administration and Data & Business Analytics

University of Michigan, School of Information — Ann Arbor, MI, USA | Fall 2026
Exchange semester · Relevant coursework: Excel for Data Analysis, Introduction to UX Design, Information Environments and Work

PROFESSIONAL EXPERIENCE

Flor de Piedra — Co-founder & President — Mexico | Mar 2021 – Present
Procesos Comerciales Industriales PAE SRL de CV

- Co-founded an artisanal mezcal brand and sold **1,000+ bottles** in the Mexican market, achieving an **85% ROI in the first year**
- Tracked inventory in **Excel** and defined the brand's pricing and distribution strategy

Mexicomm Business — Derivatives Analyst Intern — Mexico City | May – Aug 2026

- Analyzed financial derivatives market data, including historical pricing and market trends, for activity of ~**USD 2M in monthly transaction volume**
- Ran risk-return analyses across market scenarios and prepared insights that supported the CEO's investment and hedging decisions

PROJECTS

Music Mood Classifier & Playlist Curator — IE University | May 2026
Python, PyTorch, librosa, FastAPI, Streamlit

- **Led a 7-person team** (ML, data, backend, frontend, business) to deliver an end-to-end system that classifies music mood from raw audio and curates contextual playlists (Deep Learning course project)
- **Engineered the data pipeline:** converted raw audio into normalized log-mel spectrograms in 3-second segments, mapped genre labels to 5 mood classes and handled class imbalance with inverse-frequency weighting
- Model reached **79.1% test accuracy** (78.9% ± 0.9% in 5-fold cross-validation) vs. a 30% baseline; served through a REST API and an interactive web demo

ACTIVITIES & CERTIFICATIONS

- **IE Econ-Data Lab at INBONIS** (Jan – Jun 2024): analyzed the impact of credit rating agencies alongside INBONIS experts
- **MxT (Management Xponential Technology) IE Program:** selective program for dual-degree students combining management and exponential technologies. Took part in leadership workshops and mentoring sessions, and presented group projects that received feedback from CEOs and CTOs
- **Certifications:** Corporate Finance Bootcamp – Finanzia School (financial modeling, DCF valuation, LBO) (Mar 2025) · Citi Investment Banking Job Simulation (Apr 2024) · Private Equity & Venture Capital (Mar 2024)

SKILLS & LANGUAGES

- **Technical:** Python (PyTorch, librosa), SQL, R, Tableau, Excel · **Tools:** PowerPoint, Figma, Photoshop
- **Languages:** Spanish (native), English (fluent), French (intermediate)