



## Eva Martin

Data Science Researcher

### CONTACT

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### LANGUAGES

<b>English</b> Native	<b>Spanish</b> Native
<b>French</b> Professional	<b>Italian</b> Conversational

### CORE STRENGTHS

#### Analytical Investigation

Pattern recognition, data storytelling, translating insights into narratives

#### Strategic Problem-Solving

Systems thinking, experimental design, cross-domain analysis

#### Cross-Cultural Leadership

International team management, stakeholder communication

#### Research Applications

Interdisciplinary project design, methodology development

### WHAT I BRING

#### Proven Leadership

Track record of turning analysis into actionable outcomes

#### Intellectual Curiosity

Excited by diverse research domains and interdisciplinary approaches

#### Deliberate Pivot

Choosing research impact over corporate advancement

# Eva Martin

Data Science Researcher · Helsinki, Finland

Data scientist (MSc, Distinction) who found a passion for analytical problem-solving during a successful international finance career. Spent 8+ years in progressively senior roles managing analysis for billion-dollar operations, where the most rewarding work lay in spotting hidden patterns, asking better questions, and building data narratives that revealed unexpected insights.

That investigative streak led to formal study in Data Science & AI, with a thesis on modern generative approaches and foundation models for disaster image classification, alongside building robust skills in machine learning, computer vision, and statistical modelling.

Now seeking research-oriented roles across diverse domains—from crisis informatics to environmental analysis to social research—and particularly drawn to interdisciplinary projects where data science meets real-world impact.

## Education & Research

### MSc Data Science & Artificial Intelligence

University of London — Goldsmiths • 2022—2025

#### GRADUATED WITH DISTINCTION

Specialized in AI track, focusing on machine learning, computer vision, and generative models (LLMs)

*Thesis: "Improving Image Classification in Crisis Informatics Through Modern Generative Approaches"*

- Benchmarked against published CNN models trained on MEDIC dataset
- Compared synthetic data augmentation vs direct classification using vision models
- Vision models significantly outperformed CNN benchmarks
- Technical implementation: Python, PyTorch, TensorFlow, generative model API integration, advanced prompt engineering

### Licenciatura en Economía

Universidad Autónoma de Madrid • 2006—2012

International Economic Development (pre-Bologna long-cycle degree)

## Core Technical Competencies

#### Programming & ML

Python, TensorFlow, PyTorch, scikit-learn, Computer Vision, LLM Integration, Statistical Modelling

#### Data Engineering

ETL Pipeline Design, SQL, Power BI, KNIME, Hadoop, Cloud Platforms

#### Research Methods

Experimental design, comparative methodology, technical writing

# Professional Experience

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## Global Finance Senior Manager

Coty Inc. — Wella Professionals (\$1.3B Business Unit)

2018—2020

Financial and analytical leadership for a major international beauty brand, requiring coordination across R&D, marketing, and regional operations to align product development with market opportunities

- Led the full 5-year product pipeline for the Wella Professionals brand, ensuring launch plans met growth and profitability goals through mix optimisation, cannibalization analysis, and pricing strategy
  - Worked across Marketing, R&D, and regional leadership to align commercial priorities with operational feasibility, building consensus and securing buy-in for complex strategic plans
  - Designed and implemented tooling (using Anaplan) to automate financial modelling for new launches, incorporating R&D cost inputs and automatically performing cannibalization and pricing analysis from live product data
  - Initiated and co-designed a **Europe-wide Data Analytics Training Programme** for finance teams, evangelising and teaching low-code tools (Power BI, KNIME) to automate workflows and perform advanced analysis—an initiative that finalised the decision to pivot into data science
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## Division FP&A Manager, Professional Beauty

Procter & Gamble / Coty Inc. (\$2B Business Unit — Professional Beauty Division)

2015—2018

Financial planning and analysis responsibility for a \$2B portfolio during a major corporate restructuring, including complete rebuild of forecasting infrastructure and analytical systems

- Maintained global forecasting operations during business unit reverse merger into Coty, including abrupt cutoff from P&G systems
  - Built tooling to run forecasting process offline initially, then co-designed replacement system in Oracle
  - Trained and supported global teams in adopting new forecasting processes and tools, ensuring consistency and reliability during corporate transition
  - Navigated shift from P&G's accuracy-focused forecasting culture to Coty's target-driven environment, protecting data integrity despite wider organisational pressures
  - Consolidated multi-region SKU-level data into unified forecasting platform, enabling transparent performance tracking and informed decision-making
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## Senior Finance Analyst

Procter & Gamble — Wella Professionals, CEMEA (\$50M Multi-Market Operation)

2013—2015

Financial analysis for emerging markets across Central Europe, Middle East and Africa, developing frameworks to identify patterns in distributor behavior and market dynamics across diverse regulatory environments

- Built the first distributor performance analytics system for 40+ international markets, creating visibility into trends that shaped regional commercial strategies
  - Developed anomaly detection models to identify irregular distribution patterns, ensuring compliance and market integrity in conjunction with legal team
  - Responsible for data-driven distributor negotiation strategy, often directly involved in distributor negotiations along with Sales team for larger distributors
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## Sales Finance Analyst / Junior Controller

Mondelez International

2012—2013

Analytical support for sales operations, developing forecasting frameworks and models to inform business planning decisions

- Developed forecasting frameworks and analytical models to support strategic business planning
- External audit experience