María Luisa Ros Bolea

Junior data analyst & BI specialist · Generative AI

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LinkedIn • Portfolio (data, digital strategy & AI) • GitHub • Master's thesis

About me

I am a junior data analyst with a dual background in communication and artificial intelligence, and a Master's in big data and AI from CEU San Pablo. My specialty is turning digital data into business strategies people can actually execute: I work hands-on with Python, SQL and Power BI, I built a computer-vision valuation model for my Master's thesis, and I master the generative AI tools companies are asking for (Magnific, Seedance, Kling, Veo). I bridge the gap between technical insight and content that performs.

Professional experience

Data analyst & head of social media — Sept. 2026 – Nov. 2026
THEX | Murcia

- Led community management and end-to-end content creation for THEX and the KEMET project, producing premium corporate visuals and video with generative AI (Magnific, Seedance, Kling, Nano Banana Pro).
- Engineered data workflows and automated publishing, analysing cross-platform KPIs to continuously optimise the content and digital strategy.
- Built a LinkedIn analytics report (impressions, follower growth, competitor benchmark, audience by job function and device) and turned it into actionable recommendations for management.

Marketing data analyst & strategist (part-time) — April 2025 – Present
Instituto Élan de Sexología | Madrid

- Monitor and analyse social media KPIs to optimise the content strategy in a sensitive medical niche.
- Use engagement, retention and organic reach data to turn complex medical information into high-performing formats.

Digital strategy & social media data analyst (part-time) — July 2025 – May 2026
Optisaz | Madrid

- Analysed audience data and social media metrics to segment targets and grow the digital community.
- Monitored engagement KPIs to adapt organic content, achieving consistent growth and higher interaction rates.

Junior social media digital analyst and content creator — Nov. 2024 – April 2025
PZT by Posizionarte | Madrid

- Extracted and analysed social media performance data across multiple client accounts and built monthly reports with actionable insights.
- Optimised editorial calendars by identifying trends in historical data, improving clients' digital presence.

Education and achievements

Master's in big data and artificial intelligence — Sept. 2025 – June 2026
CEU San Pablo University | Madrid

- Master's thesis **Valoralia Systems** (grade 9/10): automated valuation model for the Madrid housing market. Hybrid XGBoost combining tabular data with ResNet50 visual features (50 PCA components) from 104,291 listing photos of 7,968 real listings; R^2 (log) 0.91, visual importance (SHAP) 27.3%.
- Selected for the "100 Global Leaders CEU-Santander by Talentum" talent programme.

Bachelor's degree in digital communication — Sept. 2017 – June 2021
CEU San Pablo University | Madrid

- Specialised in digital strategy, data-driven communication and multimedia content creation.

Key skills

Programming & data	Python (Pandas, NumPy, Scikit-learn, XGBoost, OpenCV), SQL (MySQL, PostgreSQL), ETL pipelines, Git/GitHub.
Machine learning	Predictive modelling, computer vision (CNNs, ResNet50), PCA, model explainability (SHAP).
Visualisation & BI	Power BI, Looker Studio, Google Analytics (GA4), Matplotlib, social media analytics, KPI reporting.
Generative AI	Magnific AI (full suite: upscaler, Relight) · Seedance 2.5 · Kling · Google Veo · Nano Banana Pro · Seedream · Google Flow · ElevenLabs (voice cloning) Prompt engineering, AI art direction, character and brand consistency, image-to-video, 4K upscaling; AI-assisted coding (portfolio web, Python video automation with ffmpeg).
Languages	English (Advanced C1) · French (Intermediate B1) · Spanish (Native)

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