Carolina Brañas

Data Scientist

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Data Scientist

I am a data scientist with hands-on experience building machine learning and NLP models, designing scalable data workflows, and turning complex data into actionable insights. My interests include machine learning, network analysis, natural language processing, and geospatial data.

EXPERIENCE

Data Science Research Assistant   *University of Copenhagen, Denmark*   **Feb 2026 – Present**
↳ Prof. Asger Mose Wingender

- Collaborating as a research assistant in the Cataloguing Crop Traits and Breeders Across the OECD 1980-2025 project (financed by the Carlsberg Foundation).
- Building a unified database with all new cereal varieties released in the OECD since 1980, their traits and breeding history, and information about the companies involved in developing them.
- The database will be the first large, unified database of its kind, and will be instrumental for exploring how to improve the crop innovation system should be structured in ways that increase the global food supply without expanding cropland into pristine environments.

Data Science Research Assistant   *University of Copenhagen, Denmark*   **May 2024 – Dec 2025**
↳ Prof. Jeanet Bentzen

- Contributed to the Shocking Religion project on religion's economic impact.
- Built topic models to uncover thematic trends in text data.
- Created RAG-based LLM pipelines for document insights.
- Designed and containerized scalable data workflows; Handled large-scale data ingestion and preprocessing; Deployed solutions on cloud infrastructure (UCloud).
- Coordinated with a multidisciplinary research team.

Data Scientist   *Above Sports, Denmark*   **October 2023 – May 2024**

- Automated data workflows to improve efficiency.
- Developed computer vision models for brand logo detection.
- Worked with product teams to refine output quality.

Marketing Strategist   *Crescendo Collective, United States*   **September 2021 – May 2022**

- Analyzed campaign data via Google Analytics; Managed Google Ads reporting and strategy.
- Automated internal reporting with Python scripts.
- Conducted competitor analysis and benchmarks.
- Collaborated with data team for audience insights; Presented reports to stakeholders and clients.

EDUCATION

M.Sc. Social Data Science   **2022 – 2024**
University of Copenhagen, Denmark
Thesis: Mobility and income segregation in Madrid, Spain.
Elective Courses:
Advanced Machine Learning for Data Science (IT University of Copenhagen)
Geospatial Data Science (IT University of Copenhagen)
Advanced Network Science (IT University of Copenhagen)
Natural Language Processing (Department of Computer Science, DIKU)

B.Sc. Marketing, Computer Science Minor   **2018 – 2022**
Cardinal Stritch University, United States
Honours: Magna Cum Laude, Dean's List (2018–2022), Best Graduating GPA of Marketing B.Sc. (2022)

LANGUAGES

Spanish: Native
Galician: Native
English: Professional Proficiency
Danish: Beginner

SKILLS

Programming & Data Processing: Python (pandas, numpy, matplotlib, tensorflow, pytorch, scikit-learn), SQL, Bash
Machine Learning & NLP: Transformers, Topic Modeling (UMAP, HDBSCAN, BERTopic), Hugging Face, Weights and Biases, Deep Learning, Predictive Modeling, Feature Engineering, Computer Vision
Data Visualization & Analysis: Matplotlib, Seaborn, Tableau, Power BI, Statistical Analysis, Data Wrangling
Geospatial: Geopandas, Rasterio, QGIS, Geospatial Analysis
Cloud & DevOps: Docker, Git, Linux, VSCode, AWS, UCloud, CI/CD
Other: LaTeX, Overleaf, Statistics

AWARDS

Dean's List   **2018–2022**
Achieved Dean's List every semester of B.Sc. for a GPA above 3.5 with at least 12 credits.
Best Graduating GPA of Marketing B.Sc.   **2022**
Graduated with the highest GPA in Marketing of class 2022.
Academic and Athletic Grant   **2018–2022**
Received a full scholarship for academic excellence and soccer performance over four years.