

Sofia Pabon

AI & Machine Learning | Digital Media Innovation

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RELEVANT EXPERIENCE

Global Career Accelerator, Crocs

Brand Strategist

Remote

April 2026–May 2026

- Conceptualized a digital-first Croctober campaign by integrating geo-location UX design with brand strategy frameworks to engage global audiences on a custom interactive web platform, achieving a targeted 40% increase in community participation
- Designed a 5-step interactive mobile-web globe experience by applying UX wireframing and user journey mapping to transform brand values into a shareable storytelling platform, achieving a projected 30% lift in organic social sharing
- Produced a strategic pitch deck by leveraging visual storytelling and campaign messaging frameworks to present IRL retail extensions and social media integrations to stakeholders, generating a projected 25% boost in global Croctober engagement

McCombs School of Business, Great Learning

Data Scientist

Austin, Texas

August 2025–March 2026

- Engineered a predictive deep learning model by implementing TensorFlow/Keras across 7 neural network architectures with Dropout regularization and class-weight rebalancing to identify equipment failure patterns before occurrence, achieving 93.8% Recall and 98.6% Precision to cut unplanned maintenance costs by 30%
- Launched an end-to-end Retrieval-Augmented Generation pipeline by integrating LangChain, Mistral-7B, ChromaDB vector search, and SentenceTransformers to enable real-time medical reference querying across a 4,000-page Merck Manual, attaining 100% groundedness and 100% relevance on all evaluation queries via LLM-as-a-judge scoring
- Developed an XGBoost classification model using RandomizedSearchCV hyperparameter tuning and SMOTE oversampling to automate visa certification decisions across 25,480 applications, securing an F1-score of 83% and an estimated 40% reduction in manual case-review time
- Architected an automated computer vision safety system by fine-tuning a VGG-16 transfer learning model with data augmentation, stratified splitting, and pixel normalization on 631 labeled workplace images to monitor real-time PPE compliance in hazardous environments, attaining 100% accuracy and 100% recall on the held-out test set

EDUCATION

Texas State University, School of Journalism and Mass Communication

Summer 2026

Bachelor of Science, Major: Digital Media Innovation GPA: 3.72 Minor: Entrepreneurship

Coursework: UX Design, Digital Content Creation, Social Media Analytics

University of Texas at Austin, McCombs School of Business

April 2026

Post Graduate Certificate, Major Artificial Intelligence and Machine Learning GPA: 4.28

Coursework: Machine Learning (A+), Generative AI & NLP (A+), Neural Networks & Deep Learning (A+), Computer Vision (A), Model Deployment (A+), Python Foundations (A+)

SKILLS & TOOLS

Python
XGBoost
SentenceTransformers

Brand Strategy
Data Visualization
ChromaDB

Model Evaluation
Fluent in Spanish
Computer Vision