LEONARDO FARFAN RODRIGUEZ

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EDUCATION

LUISS Guido Carli University 2022–2025
BSc in Management & Computer Science
Grade: 110/110 cum laude

Politecnico di Torino 2025–2027
MSc in Computer Engineering

PROJECTS & RESEARCH

Bachelor Thesis:

Uncovering the Currency Price in an Unsustainable Fixed Exchange Rate Regime Using a Stablecoin: The Case of Bolivia

- **Built Bolivia's first minute-level FX dataset.** Captured 24/7 USDT/BOB quotes from Binance P2P and merged them with 200 + newspaper street-rate snippets via a two-stage LLM pipeline (Llama-3 → DeepSeek-R1) to overcome sparse reporting.
- **Engineered an always-on ETL stack.** Deployed a Python orchestration script on a VPS (Ubuntu + Python + MongoDB) that scrapes, cleans, and aggregates data every 5 minutes with PVWAP, spread, and depth metrics; >99% uptime since Dec 2024.
- **Designed robust data-quality defenses.** Implemented rule-based filters and IQR outlier pruning to block manipulative P2P adverts before storage, followed by re-processing hooks.
- **Proved Krugman-style speculative attack.** Cointegration and event-study work show the stablecoin premium widens as reserves fall; shadow rate crossed the peg when NIR < 12% of M'4 (early 2023).
- **Links:** GitHub Repository – Thesis PDF

EXPERIENCE

Fisio Clínica Sep 2025 - Present
Digital Marketing & Digital Transformation Consultant *Remote*

- Developing a secure static website (HTML/CSS) served from the clinic's local server via Cloudflare Tunnel; locked down staff apps with Cloudflare Access.
- Digitized operations by implementing a shared booking calendar, configuring social profiles, and setting up WhatsApp Business workflows.
- Built the growth engine: Google Business Profile setup and Maps optimization, ongoing social content/design, and an SEO roadmap (on-page, technical, local).

Concierge Web Co. Aug 2022 - Present
Web Content Specialist & Brand Designer *Remote*

- Manage website content updates using WordPress, Webflow, and ChamberMaster, including routine maintenance and comprehensive restructuring tasks – averaging updates for 3 different websites per week, across a total of 8 clients. This enables Concierge Web Co. to deliver updates to their clients efficiently and focus on other strategic tasks.
- Partner with Concierge Web Co. to deliver 5 full-service brand overhauls, offering clients significantly greater value through our combined expertise in brand design and web development.
- Design complete brand identities, including guidelines and manuals, leading to successful rebranding projects for diverse clients.

Freelancer (UpWork) Jun 2021 - Present
Top Rated Brand Designer *Remote*

- Design impactful logos and craft comprehensive brand guidelines for diverse clients, consistently exceeding expectations – reflected in a 100% Job Success Score and 100% 5-star reviews on Upwork.
- Earned 'Top Rated Freelancer' status on Upwork, placing within the top 10% of the platform.
- Specialized in transforming businesses through strategic brand design, building distinctive visual identities that resonate with target audiences.

Becademia
Video Editor

Jan 2021 - Sep 2022
Remote

- Edited 100+ e-learning videos (5–8 min) with consistent 3–5 day turnarounds, ensuring smooth content releases.
- Performed end-to-end post: Premiere Pro + Colorista IV + Audition for edits, color and audio; chroma-keying and HandBrake compression.
- Built a reusable editing template and file workflow that streamlined setup and improved production efficiency.

Ébano Distribución Corporativa
Digital Marketing Specialist and Graphic Designer

Jan 2021 - Jul 2022
Santa Cruz de la Sierra, BO

- Worked closely with business owner to devise result-oriented marketing strategies and advertising campaigns, driving e-commerce sales growth and digital transformation.
- Optimized Google Ads campaign under owner's mentorship, achieving 2x clicks, 1.5x conversions, and 59% lower CPC.
- Represented Ébano DC at Bolivia's International Business Conference, actively participating in networking and business development opportunities.
- Led selection and leadership of interns for E-Commerce Agents team, contributing to company's continued growth and success.

ExperienSer
Digital Marketing Specialist and Graphic Designer

Oct 2020 - Jan 2021
La Paz, BO

- Managed social media channels, developed engaging content, and executed advertising campaigns to boost brand presence and support ExperienSer's mission – resulting in a 10% increase in social media engagement rate.
- Executed a successful virtual graduation ceremony using Adobe Creative Suite and OBS Studio, showcasing technical adaptability – seamlessly managing the livestream production for a large audience.

TECHNICAL STRENGTHS

Computer Languages	Python, SQL, HTML/CSS, Bash
Python Libraries	Scikit-learn, LangChain, HuggingFace Transformers, Reflex, Pandas, Matplotlib, Scipy, Selenium, BeautifulSoup4
Databases	MySQL, MongoDB
Cloud / DevOps	Docker, Aruba.it — SSH hardening, systemd, VPN tunneling, Cloudflare Tunnel & Access
Operating Systems	Windows, MacOS, Debian-based Linux Distributions
Software	Adobe Creative Cloud Suite, Ollama
Other skills	Linux server setup, intermediate IT knowledge (OS power user, networking, systems administration), web crawling.
Certifications	Google IT Support Professional (Coursera)

LANGUAGES

Spanish (native), English (C2), Italian (B2)