
Vanessa Sabino

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PROFILE

I provide meaning and context to data so that people can prioritize and make informed decisions that lead to quantifiable results. Working as a Data Scientist for over ten years, I've collaborated with Product and Marketing teams in B2B and B2C companies, supporting the team to achieve their goals.

EXPERIENCE

STAFF PRODUCT DATA SCIENTIST, MOZILLA – 2022-PRESENT

I support the browsers team on their goal of increasing Firefox usage, with a focus on the mobile apps. Some of the initiatives I've worked on include validating and improving our KPI definitions and pipelines, using machine learning to create an early indicator of lifetime value, running geo tests to measure and increase Marketing ROI, analyzing impact of new features, running scenario analysis for opportunities, planning and execution of experiments, and mentoring other data scientists.

STAFF DATA SCIENTIST, SHOPIFY – 2020-2021

My main role was to collaborate with our Theme Store and App Store teams. I defined key metrics appropriate for each project, created data models to support our reports and exploratory analyses, implemented a tracking strategy to better understand how users interacted with our product, executed experiments, built dashboards, and helped uncover data insights. In addition, as a technical lead, I contributed to initiatives to improve how Data Science teams operate across the organization: I had been championing data discovery projects and documentation since 2017, running workshops to teach SQL, and defining best practices and standards for how we communicate with data.

DATA SCIENCE LEAD, SHOPIFY – 2012-2019

I've built the foundations for Marketing data at Shopify, supporting the growth of the company from 20k merchants to over 800k. My role involved balancing the technical requirements of building and maintaining new data models, as part of a company wide effort to build a new data warehouse in advance of our IPO, with the demands from stakeholders whose decisions were supported by data analyses. From a technical standpoint, the work of the team I managed involved instrumenting data collection through Kafka events, extracting data from external APIs, building data models using PySpark, and creating reports in Tableau and Mode Analytics.

In July/2017, I transitioned to a technical lead role to focus on improving the Data Science discipline across several teams. I helped identify and prioritize our main challenges, define standards, share the knowledge between teams, and create tools to optimize how we worked.

MARKETING INTELLIGENCE MANAGER, DAFITI – 2010-2012

At Dafiti I led the team that provided analytics support to the company's Marketing efforts. I helped the company go from launch to largest fashion ecommerce in Latin America in less than two years. I was responsible for defining the strategy to measure Marketing campaigns and customer behavior, from the tools and tracking code implemented on the site to the URL parameters used by each channel, ensuring the consistency and reliability of the data collected. I analyzed and reported on Marketing campaigns across multiple channels, consolidating data from internal and external sources to optimize the results.

SOFTWARE DEVELOPER, BUSCAPÉ – 2010

Development of new features for a comparison shopping website using Java.

SYSTEM ANALYST, UOL – 2009

Development of the billing platform using Java.

LEAD MOBILE PROGRAMMER, DEVWORKS – 2004

Development of games for mobile phones using Java.

SYSTEM ANALYST, ACCENTURE – 2000-2003

Consulting projects for several clients using a variety of technologies.

EDUCATION

Ms. Computer Science – Universidade de São Paulo, 2011

Bs. Computational and Applied Mathematics – Universidade de São Paulo, 2006

Ba. Business Administration – Fundação Getúlio Vargas, 2001

Other Courses

University of Toronto

Certificate in Artificial Intelligence	2024 (in progress)
Interaction Design & Prototyping for XR	May 2023

University of British Columbia

Creating and Managing the Analytical Business Culture	October 2011
Measuring Marketing Campaigns Online	July 2011

TECHNICAL SKILLS

SQL (BigQuery, Presto, Redshift, Vertica)
Data Warehousing (Dimensional Modeling)
Data visualization and reporting (Plotly, Tableau, Looker, Mode, Redash)
Python (Jupyter, Pandas, PySpark, SciKit Learn)
Google Cloud and Google APIs
HTML, CSS and JavaScript