

Vanessa Sabino

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SUMMARY

I provide meaning and context to data so that people can make informed decisions that improve the business every day.

I have 8 years experience working as a Data Scientist, both as team and technical lead, and an educational background in Computer Science, Applied Mathematics and Business. In my career I've worked closely with Marketing teams in B2B and B2C companies from the early stages of their measurement strategy, supporting the team to achieve fast growth.

WORK EXPERIENCE

2012 - present DATA SCIENCE LEAD - SHOPIFY

For over four years I've led the team responsible for Marketing Analytics, during which we rebuilt our entire data warehouse. As part of the Marketing data pipeline, we collect every click on our website through Kafka events and we extract data from external APIs, which are cleaned and transformed to build our data models using Spark. They are loaded to Presto and Redshift and we create our reports and dashboards in Tableau and Mode Analytics.

Since July/2017, I've switched to a technical lead role to improve the data science discipline across several teams. I help share the knowledge between teams, identify our main challenges and areas for improvement, define standards, and create tools to optimize how we work.

2010 - 2012 MARKETING INTELLIGENCE MANAGER - DAFITI

My role at Dafiti involved leading a team to provide tracking, analytics, and reporting support to the company's marketing efforts in Brazil, Argentina, Chile, Colombia and Mexico.

I was responsible for defining the whole tracking 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, assuring 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.

SKILLS

Technical

- SQL
- Data Warehousing
- ETL
- Python
- PySpark
- Google APIs
- Data visualization
- Tableau
- HTML / CSS
- Liquid language
- JavaScript

Business & Personal

- Presentation
- Digital Analytics
- Online Marketing
- Google Analytics
- Office suite

Languages

- Portuguese
- English

- 2010** SOFTWARE DEVELOPER - BUSCAPÉ
Development of new features for the BuscaPé website using Java.
- 2009** SYSTEM ANALYST - UOL
Development of the billing platform using Java.
- 2004** LEAD MOBILE PROGRAMMER - DEVWORKS
Development of games for mobile phones using JME.
- 2000 – 2003** SYSTEM ANALYST - ACCENTURE
Consulting projects for several clients using a variety of technologies.

EDUCATION

- 2011** Ms. Computer Science
Universidade de São Paulo
- 2006** Bs. Computational and Applied Mathematics
Universidade de São Paulo
- 2001** Ba. Business Administration
Fundação Getúlio Vargas
- Online* University of British Columbia
- Measuring Marketing Campaigns Online
 - Creating and Managing the Analytical Business Culture
- Online* Coursera
- Introduction to Data Science
 - Computing for Data Analysis
 - Web Intelligence and Big Data
 - Model Thinking

AWARDS & HONORS

- 2012** E-Commerce Brazil 2012 Awards – Metrics category
- 2006** Graduation with Honors (Computational and Applied Mathematics)