

Entre em contato

www.linkedin.com/in/guimaraesgabi (LinkedIn)

Principais competências

Entrepreneurship
Marketing Strategy
Marketing

Languages

Inglês (Full Professional)
Espanhol (Full Professional)
Português (Native or Bilingual)

Gabriela Guimarães

Siri Engineering Program Manager at Apple
São Francisco, California

Experiência

Apple

1 ano 7 meses

Engineering Program Manager, Siri & AI/ML
fevereiro de 2019 - Present
Cupertino, California

Engineering Program Manager Intern, Siri
maio de 2018 - janeiro de 2019 (9 meses)
Cupertino, California

Gabi

Business Operations
janeiro de 2018 - maio de 2018 (5 meses)
San Francisco Bay Area

YouTube

2 anos 3 meses

QA Policy Specialist; Technical Lead
julho de 2016 - junho de 2017 (1 ano)
San Bruno

- Provide guidance and QA for YouTube's international Policy & Enforcement vendor teams, through review of admin-reported content and deep understanding of YouTube's Policies and Community Guidelines.
- Collaborate with engineering teams across YouTube and Google to drive technical solutions relevant to Policy and process improvement, particularly around QA of internal operations.
- Design and develop a host of automated solutions and tools--leveraging Google Apps, Javascript, and Google Apps Script--to be used globally among YouTube's Policy & Enforcement teams.
- Supply critical feedback on Policy escalations and inquiries across global YouTube Policy & Enforcement team.
- Analyze KPIs and quality metrics for global vendor teams on a weekly basis, using insights extracted from internal SQL database.

- Provide regional expertise and language support on time sensitive escalations for Portuguese- and Spanish-speaking locales.

Monetization Specialist

abril de 2015 - julho de 2016 (1 ano 4 meses)

- Determined eligibility of videos for monetization according to YouTube Policy & Copyright guidelines.
- Provided support and education for YouTube Partners in Portuguese, Spanish and English speaking markets.
- Represented YouTube's Scaled Abuse team in 1:1, and at-scale, communications with external partners.
- Maintained and improved Portuguese, Spanish and English copy on YouTube's external Monetization Help Center site.
- Created advanced Excel formulas (VLOOKUP, pivot tables, IF statement) for classified internal projects.
- Responsible for filing, tracking, and reporting on technical issues, pertaining to internal toolsets within the scope of YouTube's Scaled Abuse and Monetization teams.

YOGO

UX Designer

novembro de 2014 - novembro de 2014 (1 mês)

- Complete redesign the company website during a three week immersive internship with YOGO.
- Conducted stakeholder Interview, user testing, user research and competitive analysis.
- Analyzed YOGO's social media audience and engagement with Google Analytics.
- Created an empathy map, wireframes and prototypes.

parWinr

Product Marketing Coordinator

junho de 2014 - agosto de 2014 (3 meses)

Redwood City

- Researched, maintained and reported on marketing data to aid management in determining marketing direction.
- Assisted in creating materials used for proposals, correspondence and presentation materials and reports.
- Supported marketing day-to-day operations including media campaigns, promotions and projects.

- Arrange and coordinate special events, projects and mailings.
- Created a wide variety of marketing material for ParWinr's sales team.

Terra Negra Agribusiness

Sales Marketing Consultant

março de 2010 - abril de 2013 (3 anos 2 meses)

Uberlândia, Brazil

- Monitored market conditions, product innovations, competitors' products, prices, and sales.
- Purchased of agricultural inputs.
- Responsible for the support of the bilateral trade of soybeans and rice between China and Brazil.
- Support the bureaucratic procedures with the Ministry of Agriculture, until the customs clearance in Brazil and the final costs.

Akademia Mlodziezy

Volunteer

junho de 2011 - agosto de 2011 (3 meses)

I worked for the non-profit organization AIESEC in Krakow for three months. It was a great opportunity for me to learn and practice some skills such as public speaking, cultural sensitivity, project management, as I was teaching Polish people my maternal language Portuguese and assisting them with my proficient English skills. I also took part in the accounting and management of the institution, planning events to raise money.

Formação acadêmica

University of California, Berkeley

Post Baccalaureate, Business Administration & Entrepreneurship · (2013 - 2014)

International Technological University (ITU)

Master of Business Administration - MBA · (2017 - 2018)

Stanford University

Continuing Studies · (2014 - 2014)

General Assembly

Certificate, Data Analysis · (2016 - 2016)

General Assembly

User Experience Design · (2014 - 2014)