

# Vanessa Sabino

e-mail: [borboleta@gmail.com](mailto:borboleta@gmail.com)



website: <http://bani.dev>

Toronto, ON, Canada

## SUMMARY

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

I have over eight 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 - 2019 DATA SCIENCE LEAD - SHOPIFY

I've built the foundations of the Marketing data team with the goal of helping Shopify make better decisions, playing a role in the growth of the company from 20k merchants to over 800k.

As the first data hire in Toronto, 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 other parts of the business that were supported by our analyses. For the Marketing data pipeline we collected every click on our website through Kafka events and we extracted data from external APIs (such as Optimizely, Facebook and AdWords), which were cleaned and transformed to build our data models using Spark. Dashboards and reports were created in Tableau and Mode Analytics accessing the data from Presto and Redshift.

In July/2017, I've switched from a team lead to a technical lead role to focus on improving the data science discipline across several teams. I helped identify our main challenges and areas for improvement, define standards, share the knowledge between teams, and create tools to optimize how we worked.

## SKILLS

### Technical

- SQL
- Tableau
- Data Warehousing
- Google Cloud
- Python
- Google APIs
- HTML / CSS
- Liquid language
- JavaScript

### Business

- Data visualization
- Google Analytics
- Digital Analytics
- Online Marketing
- Office suite

## 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 helped the company go from launch to largest fashion ecommerce in Latin America in less than two years.

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.

**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 (July 2011)
- Creating and Managing the Analytical Business Culture (October 2011)

Coursera

- [Data Engineering with Google Cloud Specialization](#) (March 2020)
- [Computing for Data Analysis](#) (November 2013)
- [Introduction to Data Science](#) (June 2013)
- [Model Thinking](#) (May 2013)
- [Web Intelligence and Big Data](#) (December 2012)