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

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

Languages
- Portuguese
- English

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
  • Creating and Managing the Analytical Business Culture

Online   Coursera
  • Introduction to Data Science
  • Computing for Data Analysis
  • Web Intelligence and Big Data
  • Model Thinking