Valentina Cano

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Work Experience

Disney Streaming   **New York, NY**
Data Analyst, Product & Tech   **January 2021–present**
- Member of the sub-team PEPS, focused on Programming, Experimentation, Personalization and Search
- Perform and share in-depth analysis on both content and row level engagement by: monitoring major homepage updates, such as Star; detecting differences in performance between parental control settings or demographic segments; comparing personalized and curated rows; and finding opportunities to improve algorithm output
- Continue maintenance of personalization Looker reports, and participate in A/B test post-analysis for experiments run with the MLI personalization team

Associate Data Analyst, Machine Learning & Innovation (MLI)   **January–December 2020**
- Created and automated Looker reports for daily KPI tracking of the recommendation algorithms in machine learning driven rows of Disney+, such as Recommended For You, Because You Watched, and Trending
- Conducted weekly analysis and insights reports focusing on the differences in behavior between algorithms, using SQL, Python, Databricks, and sheets, and working closely with MLI data scientists and data engineers
- Monitored launches in new regions and differences in performance between countries where Disney+ is available

Facebook   **Menlo Park, CA; Seattle, WA**
Data Science Intern   **May–August 2018**
- Evaluated the Facebook Groups invites ecosystem, by developing SQL queries, creating data visualizations, and preparing reports for the Groups team, focusing on country-level analyses and the differences between machine learning driven and organic invites
- Performed calculations for A/B testing experiments which measured outcomes of multiple design strategies

Data Science Intern, Facebook University for Analytics   **June–August 2016**
- 1 of 10 participants in the first class of FBU Analytics, a program focused on underrepresented minorities in tech
- Examined the effects of data policy change on user engagement and growth, mining data using SQL queries, and building Python pipelines to automate data extraction
- Diagnosed areas of opportunity to improve Facebook's growth strategy, focusing on privacy concerns in Europe

Brown University Computer Science   **Providence, RI**
Research Assistant, Human Computer Interaction Lab   **January–June 2018**
- Worked with Prof. Jeff Huang on Sochiatrist, a mental health informatics project which analyzes social media data to predict trends in mood and behavior, funded by the National Institute of Health
- Implemented fixed on social media data extractor in Python, in collaboration with the Rhode Island Hospital

Teaching Assistant, Introduction to Object-Oriented Programming & Computer Science   **August–December 2015**
- Assisted in teaching 350+ students the fundamentals of Java, in Prof. Andries van Dam's course CS15
- Dedicated 15+ hours a week: held weekly office hours to debug and assist in assignments, led 10 lab sessions, created slides and content for lectures, designed homework rubrics, and graded 100+ projects

Education

Brown University   **Providence, RI**
Computer Science, B.A.   **4.0/4.0 GPA. December 2019**
- *Relevant Courses*: Data Fluency, Discrete Structures & Probability, Linear Algebra, Computer Systems, Designing Humanity Centered Robots, User Interfaces & User Experience, Algorithms & Data Structures

International Development Studies, B.A.
- *Relevant Courses*: Methods in Development Research, Sociology of Development, Anthropology & International Development, Development Economics, Intermediate Microeconomics

Skills & Interests

- **Languages**: Spanish and English (native), Portuguese (intermediate)
- **Technical skills**: SQL, Python (pandas, numpy, Jupyter, Databricks, pyspark), Java, HTML/CSS, Git
- **Other skills**: data visualization (Looker, Tableau, matplotlib); social science research
- **Interests**: Mental health advocacy (worked with Project LETS at Brown), international development focusing on Venezuela, machine learning, hiking, travel, playing Afro-Brazilian drums, free-verse poetry