

# Valentina Cano

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## Work Experience

### Disney Streaming Services

New York, NY

#### *Associate Data Analyst, Machine Learning and Innovation team*

January 2020–present

- Data analytics on the team that powers the machine learning driven personalized rows on Disney+, a new subscription based video streaming service of The Walt Disney Company, which launched in the US in Nov. 2019
- Create reports for daily performance tracking of recommendation algorithms in personalized rows (e.g. Recommended For You, Because You Watched, Trending) and monitoring of launches in new regions
- Develop new KPIs to improve measurement of algorithm performance, collaborating with other analytics teams
- Conduct weekly analysis and write insights reports, focusing on the differences in behavior between the different recommendation algorithms and countries, by using SQL, Python, Databricks notebooks and sheets, and working closely with data scientists and data engineers

### 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*

May–August 2018

- 1 of 10 participants in the first class of the FBU Analytics program
- Examined the effects of data policy change on user engagement and growth, mining data by developing 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 4 office hours per week to debug and assist in assignments, led 10 lab sessions, created slides and content for lectures, designed homework rubrics, and graded 100+ projects

### SKU Logistics

Caracas, Venezuela

#### *Software Engineering Intern*

June–July 2015

- Designed and built a prototype, and worked on initial implementation phase, of a new application that aims to improve the distribution and routing experience of small distributors in Latin America by visualizing key components of enterprise supply chain management software

## Education

### Brown University

Providence, RI

#### *Computer Science, Bachelor of Arts*

Graduation: December 2019

- *Relevant Courses:* Data Fluency, Discrete Structures & Probability, Linear Algebra, Computer Systems, Designing Humanity Centered Robots, User Interfaces and User Experience, Algorithms & Data Structures

#### *International Development Studies, Bachelor of Arts*

- *Relevant Courses:* Methods in Development Research, Sociology of Development, Anthropology and International Development, Development Economics, Intermediate Microeconomics
- *Capstone Research Project:* "Historical Narratives of Denial of Racism and the Impact of Hugo Chávez on Racial Discourse in Venezuela," under the mentorship of Prof. Keisha-Khan Perry in the Africana Studies department

## Skills & Interests

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