

# Gabriela Yaulli Herrera

## EDUCATION

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### Universidad del Pacifico (UP)

*Bachelor's degree in Information Engineering*

Lima, Peru

Mar 2015 - Aug 2020

- Academic Excellence Award. Ranked third in class of 2020.

## PROFESSIONAL EXPERIENCE

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### Flipp | *Technology company that gathers products and offers from the largest US & CA retailers.*

*Machine Learning Scientist II - AI Team*

Remote

Jan 2023 - Present

- Implemented a Multi-Armed Contextual Bandit algorithm, the first Reinforcement Learning solution in the company, to tackle the challenge of dynamic content recommendation and maximize total users' clicks.
- Built a proof of concept for automatically tagging item metadata, such as price and brand, by sequentially prompting LLMs with image and OCR extraction as inputs, reducing time-to-market by ~85%.

*Machine Learning Scientist I - AI Team*

Aug 2022 - Dec 2023

- Improved Flipp's search engine by incorporating digital-interaction-based features to personalize recommendations for each user, decreasing the average position at first click by 3%.
- Executed A/B test design and evaluation to assess the in-production performance of our Machine Learning models before final implementation.
- Facilitated learning sessions on leveraging location data for advertising and personalized content recommendations.
- Represented Flipp's AI Team during the Spatial Data Science Conference NYC 2022 hosted by Carto.

### Ontop | *Global payroll platform with built-in financial services for remote workers.*

*Data Scientist - Growth & Data*

Remote

Nov 2021 - Jul 2022

- Co-implemented an end-to-end data architecture (datalake) to provide a single source of truth for reporting and analytics.
- Served as a data translator, bridging the gap between business challenges and technical solutions.
- Structured actionable plans for implementation by the data team, defining a business use case framework. Successfully delivering two business use cases within one quarter.

### QuantumTalent | *Former AI-powered recruitment platform.*

*Data Scientist - Monitor and maintain ETL processes.*

Lima, Peru

Jul 2021 - Oct 2021

### RIMAC Seguros y Reaseguros | *Peruvian leading insurance company.*

*Digital Analyst - Growth & Inbound*

Lima, Peru

Oct 2020 - Jun 2021

- Deployed an XGBoost propensity model for insurance-based investment products, resulting in a 170% product category revenue increase within a single quarter.
- Engineered a Lifetime Value (LTV) model to create value-based Lookalike Audiences, enhancing and optimizing marketing advertising efforts on Meta (formerly Facebook). The resultant customer exhibited one of the lowest costs per lead and a 50% improvement in the effectiveness ratio compared to the average of all audiences.
- Engineered an Extract, Transform, Load (ETL) process for the ingestion and consumption of raw data from Adobe Analytics. This initiative significantly enriched customer analytics and provided valuable new features for the development of propensity and cross-selling models.

*Data Science Intern - Center of Excellence AI & Advanced Analytics*

Mar 2020 - Sep 2020

- Supported the senior data scientists in rapidly delivering analytical solutions to various business units, including Fraud and Human Resources.
- Designed and implemented a georeferenced dashboard for internal clients to assess the availability of workers commuting to the office during the pandemic.

**Valia** | Professional networking and analysis platform for real estate agents.  
Data Science Intern

Lima, Peru  
Feb 2019 - Feb 2020

- Programmed a property price estimation model based on geographic characteristics and macro-environment variables, while comparing machine learning and econometric approaches.
- Operated the collection of data from real estate listing websites to formulate geographical market segmentation strategies, enhancing support for corporate clients' decision-making.
- Amplified the accessibility of market research through the creation of interactive dashboards using Dash Plotly, subsequently deploying them on Heroku for online availability.

**Centro de Investigacion UP** | Leading Peruvian think tank on multidisciplinary research.  
Research Assistant

Lima, Peru  
Sep 2017 - Dec 2018

- Formulated research objectives and proposals, conducted comprehensive literature reviews, and executed data collection and analysis activities in support of professors' investigations.

## COURSES & CERTIFICATIONS

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**Climate Change AI**

Summer School. Virtual & In-Person at Mila - Quebec AI Institute

Montreal, Canada  
Aug 2024

- Core modules of the virtual program included AI for Buildings & Cities, Energy Systems, Transportation, among others.
- Chosen to participate in the in-person program, where I co-created an automated pipeline to track changes in glacial surface area in the Peruvian Andes, facilitating predictive analysis for glacier evolution studies.

## PUBLIC SPEAKING

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**Universidad del Pacífico**

"Promoting Female Participation in STEM"

Panelist at the 5th and 8th Women in Data Science (WiDS) conferences.

Lima, Peru  
March 8th, 2021 | 2024

*Testimonial - Internship at the CityScope Andorra*

Speaker at International Forum on "Smart Cities: Technologies and narratives to create sustainable cities"

Lima, Peru  
April 29th, 2019

**Aporta, Social Impact Platform of the BRECA Holding**

"How AI & Remote Sensing Data Can Be Used to Fight Poverty"

Speaker at Women in Data Science (WiDS) conference

Lima, Peru  
March 4th, 2020

**MIT - Massachusetts Institute of Technology**

"Using Machine Learning to identify poverty in Lima Metropolitana with satellite imagery."

Poster presented at the AI Latin American SumMIT 2020 conference.

Boston, USA  
April 29th, 2019

## SCHOLARSHIPS

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**CityScope Andorra Innovation Hub**

Fully funded Research Internship

Andorra la Vella, Andorra  
Mar 2018 - Jul 2018

*Project "Living Lab Andorra", in association with the MIT Media Lab.*

- Processed and visualized trajectories built with RNC (Radio Network Controller) data and implemented a sub-trajectories clustering model to identify frequent tourist routes.

## VOLUNTEER WORK

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**FruitPunch AI** | Challenge-based AI education platform.

AI for Road Safety Challenge

Remote  
Sep 2023 - Dec 2023

- Partnered with the India Applied AI Research Center (INAI) to extract insights from Collision Avoidance Systems alerts in vehicles, using exploratory data analysis to pinpoint accident-prone zones and factors related to traffic accidents.