# MATIAS BERRETTA

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## PERSONAL STATEMENT

I have a proven track record of driving impactful business decisions through advanced machine learning and artificial intelligence as a data scientist with over five years of experience across healthcare and technology sectors. At Ophelia, I was responsible for customer growth through ML-driven ad campaigns. As the first Data Science hire at a startup, I had to wear many different hats, including those of a data engineer and a marketing manager. At Healthfirst, I developed a novel Diabetes Preventable Admissions model, which received the highest individual contributor award.

I bring a unique blend of technical skills and strategic thinking. I am passionate about using data to solve complex challenges, and I am excited to bring this expertise to a forward-thinking organization where I can continue to make a tangible impact. As a psychology and creative writing double-major with a passion for data analytics, I am fascinated by emerging technologies, social dynamics, and out-of-the-box approaches to problem solving.

## EXPERIENCE

**Data Scientist** **February 2022 — September 2024**
**Ophelia Health**

- Reduced customer acquisition cost for paid social campaigns by 46% from ~$3600 to ~$1900, via ML derived events for audience targeting optimization; ran $50k A/B test that showed ML driven ad campaigns outperform regular campaigns in paid marketing
- Improved clinical utilization via ML triggered CRM comms: built cancellation risk model to trigger text reminder with the option to reschedule for patients who were unlikely to attend their clinical appointment, improving the high risk cohort's utilization by 15%.
- Delivered executive level marketing report on a weekly basis. Set up Looker reporting for Marketing and Predictive Modeling.
- Built and maintained robust analytics warehouse via DBT and Github; Standardized metric definitions as part of the data council.
- Managed social media agency and platform reps; tested new channels, campaigns, ad creatives; wrote and recorded music for ads
- Optimized marketing spend by acquisition channel based on dynamic operational constraints grounded in statistical models.

**Data Scientist** **June 2019 — February 2022**
**Healthfirst**

• Saved $300k in third party vendor contracts by bringing churn modeling for Medicare voluntary disenrollment in-house (AUC+20%)
• Received Healthfirst's Individual Contributor Award after developing a Diabetes Preventable Admissions model, which the org uses for stratified outreach to its entire Diabetic population (200k+ members).
• Key player in HF rising to a 4-star Medicare rating by reducing Medicare voluntary disenrollment through risk stratified outreach
• Developed first Deep Learning use case at HF by implementing Recurrent Neural Network for Preventable Inpatient Admissions
• Developed NLP Topic Modeling Module to help Contact Center Operations understand why members call in order to drive strategy
• Reduced time needed for feature-engineering by 75% by teaching team GitHub and cataloging all known features into repositories

## EDUCATION

**M.S. in Data Analytics** **Expected Graduation May 23, 2019**
**Fordham University GSAS, New York, New York** **GPA:** 3.96
• Graduate Assistantship and Google Internship

**B.A. in Psychology and Creative Writing** **Graduated May 23, 2016**
**Oberlin College, Oberlin, Ohio** **GPA:** 3.69

## SKILLS

PROGRAMMING LANGUAGES AND TECHNOLOGIES
Python, R, SQL, GCP, DBT, Looker, Tableau, Excel, AWS Cloud Services, Linux, Git, Spark
LANGUAGES
Native Speaker in English, Spanish, and Portuguese. Conversational Proficiency in French. Beginner Proficiency in Japanese.
OTHER INTERESTS
Songwriting and music production (https://soundcloud.com/mati-berretta), brazilian jiu jitsu

## RESEARCH

**GRU-DF: A Temporal Model with Dynamic Imputation for Missing Target Values in Longitudinal Patient Data**
Accepted at ICHI 2020: IEEE International Conference on Healthcare Informatics, one of the top conferences in biomedical and medical informatics, with a ~30% acceptance rate and a double-blind peer-review process