



MAITE MARZORATTI

Data Scientist

MY PORTFOLIO



<https://github.com/mmarzora/data-science>

ABOUT ME

Data-Scientist with a background in Product Management, working on the Retail Industry. I stand out for accurately interpreting the stakeholders' needs - making it easy for them to work with me - and keeping a practical approach that enables to build solutions in a short period of time. I can solve complex problems involving large datasets, by being proficient in languages such as Python and SQL, big data platforms like Spark, and by having a thorough understanding of machine learning algorithms and statistical methods.

CONTACT

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📍 Ciudad Autónoma de Buenos Aires, Argentina

Work Experience

DATA SCIENTIST - SALES & MARKETING 📍 AB Inbev 📅 Sep 2021 - now

- Generated a series of machine learning models for Audience Segmentation and Product Recommendations, leading to improved targeting for our brands.
- Successfully delivered an MVP for a recommender algorithm within 3 months, demonstrating the ability to produce high-quality results under tight deadlines.
- Tailored an existing algorithm from the Global team to local market goals, increasing relevance and guaranteeing alignment with management.
- Designed a propensity score algorithm using 20 classification models, and over 100 new features generated from different sources.
- Shared technical solutions with other data science teams around the world in weekly meetings and knowledge transfer sessions.
- Actively engaged with the business team by proposing solutions aligned with their goals, identifying challenges and effectively communicating findings.

SALES SOLUTIONS PRODUCT MANAGER 📍 AB Inbev 📅 Jan 2019 - Aug 2021

- Developed internal products for the LATAM Sales areas, managing 4 vendor teams between 2 and 10 members, and 2 direct reports.
- Introduced more than 10 dashboards in tools like Google Analytics, Data Studio, PowerBI & QlikSense.
- Worked alongside regional teams to standardize processes, with adoption levels over 80% and user satisfaction reaching a score of 4.5/5.

TECH SALES LEADER 📍 AB Inbev 📅 Sep 2017 - Dec 2018

- Led a team of 3 members in the launch of new digital tools for sales teams, being the link between Tech and Sales Operations.
- Rolled out a Mobile App that involved training 500 sales reps.

B2B SALES SR ANALYST 📍 AB Inbev 📅 Nov 2016 - Aug 2017

- Drove the adoption of a new B2B platform through follow up of KPIs and targets.

PROCESS OPTIMIZATION ANALYST 📍 Wolox 📅 Sep 2015 - Oct 2016

- Promoted the visibility of management KPIs through the automation of dashboards.

Education

DATA SCIENTIST 📍 Digital House 📅 Feb 2021 - Aug 2021

Exploratory Analysis with Pandas. Data Visualization (Seaborn, Plotly, Matplotlib). Machine Learning model training with Scikit-learn. Model Evaluation. Regression, Classification and Clustering. API requests. Sklearn Pipelines.

INDUSTRIAL ENGINEERING 📍 ITBA 📅 Mar 2011 - Dec 2015

BILINGUAL BACHELOR 📍 St Brendan's College 📅 Mar 2011 - Dec 2015

WEB DEVELOPMENT 🌐 Codecademy.com 📅 Apr 2020 - Dec 2020

HTML, CSS, Javascript, React, Node.js, SQL

Skills

- **Data:** Python, SQL, Spark, GCP, Databricks, Pandas, Numpy, Scikit Learn, MLFlow, Matplotlib, Seaborn, Plotly, QlikSense, Power BI, Google Data Studio, BigQuery, GraphQL, BeautifulSoup
- **Web:** HTML, CSS, Javascript
- **Management:** Product roadmap, OKRs, Agile, Scrum
- **Languages:** Spanish (native), English (advanced), Portuguese (initial)
- **Others:** Microsoft Office, Google Analytics