

Pierina Guerinoni

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SUMMARY

Data Analyst with 5+ years of experience in analytics engineering and cross-functional collaboration, specializing in SQL, Python, Snowflake, and Databricks. Proven ability to translate complex datasets into actionable insights that drive product, marketing, and business decisions.

SKILLS HIGHLIGHTS

Languages & Tools:	SQL Python R Spark/PySpark Jupyter Notebook Visual Studio Code
Platforms:	Snowflake Hadoop Teradata Databricks
Visualization:	Tableau Excel
Workflow & Task Management:	Airflow Jira ServiceNow

PROFESSIONAL EXPERIENCE

Ubisoft – Montreal, Quebec

Jan 2021 – Present

Data Analyst

- Write advanced SQL queries in Snowflake and Teradata to support player behavior analysis and performance tracking across AAA gaming titles.
- Support pipeline development and assist in debugging Spark jobs using PySpark and Databricks.
- Collaborate with data engineers and architects to troubleshoot and optimize data pipelines using PySpark and Databricks, contributing to the scalable integration of gameplay and customer data into analytics platforms.
- Build Tableau dashboards to visualize KPIs and player segmentation data for marketing and production teams.
- Deliver presentations on data integration and centralization processes at internal Ubisoft data events.

Avenue Insights and Analytics – Toronto, Ontario

Jan 2018 – Dec 2020

Business Analyst

- Gathered business requirements and worked with development teams to implement new features for pension software solutions.
- Supported QA and user acceptance testing across functional, regression, and integration stages for client projects.
- Created training materials and documentation for software rollouts.
- Facilitated communication between client stakeholders and developers to ensure on-time delivery.
- Managed multiple CQs (CPAS Quality) tasks weekly, guaranteeing the timely release of Builds to clients, and optimizing project workflows and client satisfaction levels.

Ontario Teachers' Pension Plan – Toronto, Ontario (Co-op/Internship)

Sep 2016 – Jan 2017

Business Analyst Intern

- Managed the daily scrum board, ensuring alignment with IT Service Management (ITSM) methodologies and IT Infrastructure Library (ITIL) processes, particularly in accordance with the Agile Model framework.
- Utilized ITSM tools and processes within ServiceNow, including Incident, Change, Knowledge, and Problem Management cases. Conducted comprehensive test scenarios, ensuring successful production outcomes.
- Conducted internal audit reviews and contributed to process improvement analysis.
- Supported data validation and reporting tasks for pension operations team.

Bell Media – Toronto, Ontario (Co-op/Internship)

Sep 2014 – Dec 2014 | Aug 2015 – Dec 2015

Data Analyst Intern

- Performed data analysis techniques to extract actionable insights on streaming content performance and consumer behavior across leading platforms including Crave, CTV, TSN, CP24, and various radio stations.
- Analyzed sales and revenue data for national media campaigns.
- Built Excel and Tableau dashboards for ad performance tracking.
- Collaborated with marketing and ad operations teams to align data insights with campaign strategy.

EDUCATION

Bachelor's Degree in Honors Economics and Business – Finance Specialization (Co-op Program) | *University of Waterloo*

Sep 2012 – Dec 2017

- Awarded Presidential Scholarship.
- Completed co-op program with alternating academic and industry work terms, emphasizing practical application of analytical skills.
- Completed post-degree coursework in Calculus I & II (2020).

PROJECTS & LEARNING

- Self-taught Python through online tutorials and small personal projects, including sections of Harvard's CS50 (in progress) to develop skills in memory management, data structures, and C programming (in progress).
- Completed Python Foundations & SQL for Data Science certification at WeCloudData, Toronto (2020), gaining practical experience in data manipulation, querying, and foundational programming concepts.