

Rachel Nathalie Rios, M.S.

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Technical Lead

Portfolio: rachelrios.github.io
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Driven and ambitious data professional with a record of excellent leadership and interpersonal skills. Seeking a data focused position in a fast-paced technology company, offering hands-on experience with data visualization and machine learning algorithms.

SKILLS

Tools and Languages	Python, R, MySQL, Snowflake, JavaScript, Git
Visualization Tools	Tableau, Power BI, D3.js
Communication	English, Spanish (fluent speaker)

TECHNICAL EXPERIENCE

Technical Lead

Jul 2022 — Present

NBC Universal

- Working as a hands-on leader in all aspects of data management and machine learning models, in order to deliver NBCUnified — a first-party identity platform which unites the company's vast network of consumer touchpoints into a scaled offering for marketers within one platform.
- Conducting technical assessments and outlining growth areas for the team, as well as, following CI/CD guidelines, performing retrospectives, and code/standard reviews.
- Collaborating closely with the Business and IT teams to ensure alignment of data governance rules and the operations of the application supporting stakeholder requirements.
- Developing and implementing strategies to translate business requirements and models into feasible and acceptable designs to ensure that business needs are met.

Data Analyst

Jul 2021 — Jul 2022

NBC Universal

New York, NY

- Drove analysis around growth marketing, engagement, brand overlap, and churn by closely working with data engineers and architects. Navigated complex schemas and large data sets, developed or improved metrics for business performance.
- Ensured NBC's data complied with GDPR, CPPA, and ATT. This allowed the company to retain, use, and process data. Created the documentation and development of privacy insights using existing analytical platforms such as Snowflake, Databricks, Tableau, and Datalu.
- Worked across multiple projects and with key stakeholders from the business to help define the approach to user insights on several analytics projects. Some brands include Peacock, FIFA, Telemundo, and Premier League.
- Built insights and visualizations that communicate a narrative and condensed data trends to palatable metrics to drive business decisions. This included building a Seasonal Auto-Regressive Integrated Moving Average with exogenous factors (SARIMAX) model to predict consumer behavior for the upcoming quarter.

Media Technology Associate

Jul 2019 — Jun 2021

NBC Universal

New York, NY

- Contributed to the technical development and review of Power BI dashboards to optimize engagement and examine media trends.
- Facilitated strategic analysis for the marketing team to reach and grow audiences across NBC Sports properties.
- Executed Power BI dashboard, feature engineering, and developed automated ETL processes for multiple groups including: Finance, Sports, Production, Film and TV, and Marketing.
- Organized and automated unstructured phishing data enabling risk-based analysis; net effect of automation was a decrease of 80 percent in manual entry.

Using SKLearn Gaussian Naive Bayes Model

May 2021

Personal Project

New York, NY

- Implemented a Gaussian statistical model in Python to determine the 2021 Olympic Medal distribution by country for: tennis, swimming, and rhythmic gymnastics.
- Published at: rachelrios.github.io/oly/index.html

EDUCATION

Master of Science in Data Analytics, Boston University

May 2022

Bachelor of Arts in Computer Science, New York University

May 2019

ACTIVITIES

MyAbilities, Disability-focused ERG, Hub Leader NYC

2020 — 2022

Best Friends Animal Society, Data Researcher

2018 — 2020

Brooklyn Animal Action, Social Media Manager

2018 — 2019

Panhellenic Council, NYU, VP Public Relations

2016 — 2017