

Sebastián Sotomayor

Product Analyst at Zalando | Information Technology Engineer

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Work Experience

Product Analyst at Zalando (June 2022 - Present)

Full time job. Berlin, Germany.

- Zalando Marketing Services (ZMS). Advertisement.
- Main analyst with focus on Sponsored Products within Zalando (advertising solution representing more than 60% of all ZMS advertising revenue)
- Supported Product Initiatives in all Product Development stages. Discovery analysis, EDA, multivariate analysis, post launch analysis.
- Main analyst and reviewer of AB tests and experiments; designed and developed an optimized template notebook to run AB tests.
- Principal driver of initiative to uncover new KPIs to outline the efficiency of the ads supply utilization.
- Analyzed accuracy and discovered clear bias towards a certain customer segment on some predictive machine learning models.

Senior Product Manager at ComparaOnline (Sept 2021 - April 2022)

Full time job. Santiago, Chile.

- Responsible for leading the Data Science, Data Engineering and Business Intelligence team to make ComparaOnline a data-driven company.
- Responsible for implementing the vision, strategy and roadmap of the product.
- Main achievements: led the migration of internal reporting tool increasing report visits by more than 300%. Implementation of a lead scoring machine learning model to predict the deal's likelihood of purchase.

Product Manager at ComparaOnline (Oct 2020 - Aug 2021)

Full time job. Santiago, Chile.

- Responsible for leading the Customer Acquisition team to solve complex SEO problems, improve conversions rate and increase organic traffic.
- Responsible for implementing the vision, strategy and roadmap of the product.
- Main achievements: increase organic traffic by 306% on the Colombian website. Increase organic traffic by 85% on the Brazilian website. Improve the conversion rate of the Chilean website by 12%.

QA Analyst at Escuela de Gobierno UC (May 2021 - Aug 2021)

Part time job. Santiago, Chile.

- Responsible for the quality assurance of the software delivered. Front-end in Angular, back-end in Ruby on Rails.

Business Intelligence Intern at Coca-Cola Andina (Jan 2020 - Feb 2020)

Full-time Internship. Santiago, Chile.

- BI Analyst. Data visualization, data modeling and reports creation with Power BI.

Education

Massachusetts Institute of Technology (2023 - 2024)

Micro Master Program. Statistics and Data Science.

Pontificia Universidad Católica de Chile (2015 - 2020)

Engineering Degree, Information Technology Diploma.

- Honor enrollment scholarship.
- Graduated with distinction.
- GPA: 5.4 out of 7.0 (79th percentile)

Complementary education

University of Michigan (2023)

- Applied Plotting, Charting and Data Representation in Python.
- Introduction to Data Science in Python.

University of Virginia, United States

- Digital Product Management: Modern Fundamentals (e-course, 2021)

Stanford University, United States

- Machine Learning (e-course, 2019)

Projects

Ministry of Social Development of Chile (Mar 2020 - Jul 2020)

Mobile Software Developer. Development of web and mobile platforms to support social visitors on their visits (ReactJS and React Native).

Professional skills

Languages

- Spanish: native
- English: full professional proficiency.

Programming languages

- Advanced: SQL, Python.
- Intermediate: PySpark, Ruby, Javascript, HTML, R.

