Sabrina Freifeld

Denver, CO | (973) 666-2216
sfrei.1996@gmail.com

Experience

Signifyd | CO, Denver
Data Analyst | 07/2021 - 04/2023

- Developed a Python-based automation tool to streamline and standardize the data ingestion process, resulting in a significant reduction in human error and saving up to 20 hours per month. Created graphs with matplotlib to visualize KPI's before and after data ingestion, facilitating data-driven decision-making.
- Implemented a macro in Google Apps Script to automate auditor assignment, while adhering to specific conditions and maintaining detailed records. Successfully eliminated 3 hours of manual work weekly.
- Led a cross-functional team of 6 to create a LookML alerting system for major issues, resulting in a lessening of notification time by 65%.
- Ingested data from various sources using a combination of SQL, Box SDK, and S3 API with Python, to develop efficient internal automation tools.
- Created internal and external dashboards in Looker for reporting and analysis. Used these to identify key metrics, discover trends, and suggest informed business decisions.

Roku | MA, Boston
Senior Technical Support Engineer | 07/2019 - 06/2021

- Collaborated with internal and external customers to diagnose, reproduce, and resolve technical software issues related to Roku's DSP, data activation layer, and reporting/logging infrastructure.
- Developed a user-friendly front-end for an existing internal tool, enabling non-technical employees to easily utilize its features. Effectively documented the tool's functionality and maintained a comprehensive knowledge base of over 50 articles to ensure efficient adoption and training of new users.
- Facilitated two weekly cross-functional meetings to promote effective communication and collaboration, resulting in streamlined processes and improved escalation management for technical issues.
- Recognized as Employee of the Month for demonstrating exceptional dedication to customer satisfaction and a strong commitment to continuously improving my technical skills.

Personal Projects

Cosine Similarity Movie / TV Recommender

- Developed a personalized movie and TV show recommender using cosine similarity analysis, leveraging my Netflix viewing patterns to generate tailored recommendations.
- Utilized Matplotlib to visualize and analyze current viewing habits, extracting key insights to inform the recommendation engine.
- Implemented data preprocessing techniques, transforming movie entries into arrays based on synopsis words while excluding filler words.

WordWise iOS App

- Built an iOS app using SwiftUI that introduces users to a new word every day, utilizing the Wordnik API as a source of vocabulary.
- Implemented a user-friendly interface allowing users to swipe right to save words of interest to their personal library, or swipe left to dismiss them.

Magic Mirror

- Constructed a magic mirror, seamlessly blending software engineering with physical construction, to create a multifunctional device capable of displaying real-time information alongside reflections.
- Utilized Raspberry Pi programming to develop a tailored software solution, enabling the magic mirror to exhibit desired information such as weather updates, social media feeds, and news headlines.

Education

Pennsylvania State University | State College, PA
Marketing B.A. | 08/2018

Skills

Python, SQL, HTML, CSS, JavaScript, Bash, GitHub, DBT, Looker, VBA, Agile Development, Technical Writing

Certificates

Build Python Web Apps with Flask - Codecademy, Learn Advance Python 3: Functional Programming - Codecademy, Data Manipulation with Pandas - Datacamp, Looker LookML Developer - Google

Links

- Portfolio - https://sabfry.com/
- Github - https://github.com/sfreifeld
- LinkedIn - https://www.linkedin.com/in/sabrinafreifeld/