

# Sabrina Freifeld

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## Software Engineer

Penn State marketing alum with over five years as a data analyst in adtech, ecommerce, and risk spaces. I honed my skills in Python and SQL through self-directed learning, fueling my transition into software development. I am currently at the Flatiron School, an intensive coding bootcamp, where I am merging my analytical acumen and creative instincts to innovate and lead in technology.

## WORK EXPERIENCE

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**Podium • Lehi, Utah, United States • Remote • 07/2023 - 02/2024**

### Data Analyst

- Developed a comprehensive SQL query repository for swift investigation of Account Takeover incidents, significantly enhancing our ability to assess damage and identify affected users rapidly.
- Innovated a dynamic reporting system and dashboard using Python and Tableau for the sales team, reducing the compensation calculation time from 10 hours to real-time, enabling immediate insight into payouts, target progress, and key performance metrics.
- Implemented an automated fraud detection queue by creating two predictive data models for customer fraud and credit risk, which streamlined the process for risk analysts and centralized fraud detection efforts.
- Achieved a 96% YoY reduction in fraud loss through strategic development and implementation of alerting mechanisms, investigation procedures, and agile methodologies, significantly enhancing platform security and financial integrity.

**Signifyd • Denver, Colorado, United States • Remote • 06/2021 - 08/2023**

### Data Analyst

- Developed a Python automation tool that standardized data ingestion operations, eliminated manual errors, and saved over 20 hours monthly. Used matplotlib to generate visualizations of KPIs before and after data ingestion, enhancing strategic decision-making for leadership.
- Spearheaded a dynamic cross-functional team of 6 to develop a sophisticated LookML-based alerting system, cutting down major issue notification times by 50%.
- Architected a Google Apps Script macro to automate auditor assignments, adhering to stringent conditions while ensuring comprehensive record-keeping, eradicating 3 hours of manual work every week,

## CERTIFICATIONS

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**Build Python Web Apps with Flask Skill Path • 04/2023**

Codecademy

**Looker LookML Developer • 04/2022**

Google

## SKILLS

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Azure Databricks, Bash, DBT, Flask, Git, HTML/CSS/JavaScript, Looker / Tableau, Python, REST APIs, React.js, SQL, SQLAlchemy, Snowflake

## EDUCATION

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### Computer Software Engineering

Flatiron School  
02/2024 - 06/2024

- A full-stack software engineer program centered around Javascript, React, Python, and Flask.
- Visit [www.sabfry.com](http://www.sabfry.com) to see my bootcamp and side projects.

### Marketing

Penn State University  
01/2014 - 12/2018