

SOFIA FRAILE

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PROFILE

Passionate and ambitious, with a MSc. in Data Science and a BSc in Artificial Intelligence and work experience in Data Science, Analytics and AI. I have a strong background in developing innovative AI solutions, including a notable GenAI project showcased at Google's NEXT event. Eager to leverage my technical and collaborative skills to contribute to IKEA's digital transformation and enhance customer experiences through data-driven insights.

SKILLS

- **Programming Languages:** Python, SQL, PySpark, R
- **AI & Data Science:** Data Analysis, Experimentation, Machine Learning, Deep Learning, Data Engineering, Data Management, Artificial Intelligence, Big Data
- **Tools & Technologies:** Google Cloud Platform (GCP), Looker, PowerBI, Tableau, Git, Tensowflow
- **Languages:** English, Spanish, Dutch
- **Relevant Projects:** [AB Testing](#), [Customer Segmentation](#), [Demand Forecast](#), [Recommender System](#), [Sentiment Analysis](#), [Stock Prediction](#), [Streamlit Data Visualization](#)

EMPLOYMENT HISTORY

AI Engineer @ Formula E (Liberty Global), London

September 2023 – Present

I developed an internal GenAI chatbot by using Google Cloud technologies and achieved recognition as a use-case for Google NEXT. I contributed to race event dashboarding and the Girls on Track program by implementing telemetry-based algorithms and enhance race and team performance.

Product Insights & Data Scientist @ Liberty Global

September 2022 – September 2023

Generated insights and built dashboards by utilizing Adobe Analytics and achieved effective presentation of product analytics to stakeholders.

I created KPI reports and conducted ad hoc analytics by performing data analytics and machine learning projects, achieving comprehensive data-driven insights.

Solutions Engineer @ Pon

December 2021 – August 2022

I successfully launched a new product by collaborating with customers to define and implement technical requirements.

I contributed to agile engineering projects by collaborating with the team and achieved efficient project completions.

Technical Program Manager (Content) @ Talpa Networks, Amsterdam

July 2020 – May 2022

I coordinated content on websites and platforms by managing online content and live events, achieving seamless technical program management.

Content Deals Coordinator @ Paramount, Amsterdam

April 2017 – September 2019

I managed content deals by coordinating technical aspects of VOD operations and achieved efficient content delivery.

EDUCATION

BSc in Artificial Intelligence *VU Amsterdam*
Minors in Data Science and Managing Digital Innovation
Machine Learning, Text Mining, Data Wrangling, Intelligent Systems, Knowledge and Data, Human-Computer Interaction

MSc in Data Science *University of Amsterdam*

COURSES

- Google Advanced Data Analytics Professional Certificate
- Data Science: Machine Learning – Harvard University

EXTRA-CURRICULAR ACTIVITIES

Brand Ambassador @ *Tecnolochicas, Mexico City*
Promoted STEM education among young girls in Mexico.