

Sofia Martinez

Data Scientist

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PROFESSIONAL SUMMARY

Data scientist with 4 years of experience in retail and telecom analytics. Builds and deploys machine learning models, experimentation frameworks and dashboards that increase revenue and reduce churn.

CORE SKILLS

Python (pandas, scikit-learn, XGBoost)

SQL

A/B testing

Time-series forecasting

PyTorch

MLflow / Airflow

Tableau / Power BI

Stakeholder communication

PROFESSIONAL EXPERIENCE

Data Scientist, Coastal Telecom *Vancouver, BC | Jan 2023 – Present*

- Built a churn model with AUC of 0.87 that reduced monthly churn by 1.4 percentage points
- Deployed demand forecasting with MAPE below 8%, saving \$1.2M in inventory costs annually
- Designed an experimentation platform that supported 40+ A/B tests per year
- Presented insights to VP-level leaders and mentored 2 analysts

Data Analyst, Maple Retail Group *Burnaby, BC | Jul 2021 – Dec 2022*

- Automated weekly reporting in SQL and Python, saving 15 hours per week
- Built customer segmentation that lifted email conversion by 12%

EDUCATION

- Master of Data Science – University of British Columbia (2021)
- Bachelor of Statistics – Simon Fraser University (2019)

LICENCES & CERTIFICATIONS

- Google Professional Machine Learning Engineer
- Microsoft Certified: Azure Data Scientist Associate