

Gabriela Mendes

Senior Data Scientist

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Summary

Data Scientist with 6+ years at eCommerce and marketplace companies, building forecasting, ranking, and causal-inference models that move business KPIs by 7-figures annually. PhD-level stats plus shipped MLOps experience — owns problems end-to-end from stakeholder framing to post-launch monitoring. Targets Amazon's L5 DS role on Retail, Transportation, or Advertising Science.

Experience

Senior Data Scientist, Marketplace Ranking

Sep 2022 - Present

Etsy Brooklyn, NY

Own the relevance ranking model powering search for 96M buyers across 8M shops.

- Replaced a GBDT ranker with a two-tower neural model; lifted NDCG@10 by 6.8% and attributable GMV by \$31M annually
- Designed a switchback experiment for seasonality-sensitive categories that reduced variance by 42% vs. standard A/B
- Built a SageMaker-backed retraining pipeline cutting model refresh from 9 days to 14 hours
- Mentored 4 DS IC hires; owned their 30/60/90 ramp plans and promo docs

Data Scientist, Forecasting

Jun 2020 - Aug 2022

Uber San Francisco, CA

Demand forecasting for Rides in 14 metro markets.

- Shipped a DeepAR hierarchical forecast that reduced MAPE from 11.4% to 7.1%, saving \$4.2M in driver incentive spend
- Partnered with Ops to productionize the model; built the on-call runbook and anomaly alerts now used across Forecasting
- Published an internal tech-memo on bootstrap confidence intervals for hierarchical models; adopted by 3 sister teams
- Ran causal-impact analysis for a pricing pilot; the recommendation killed a planned \$8M launch that was net-negative

Skills

Python (scikit-learn, PyTorch)
SQL (BigQuery, Redshift)
Causal Inference
Forecasting (ARIMA, Prophet, DeepAR)
A/B & Switchback
Experimentation
MLOps (SageMaker, Airflow)
Statistical Modeling
Spark / PySpark
Amazon Leadership Principles

Languages

| | |
|------------|----------------|
| English | Native |
| Portuguese | Conversational |

Strengths

Are Right, A Lot

Translated a 2-point business question into a switchback experiment design that avoided a \$5M misallocation.

Deliver Results

Every model shipped has gone through post-launch validation with documented guardrails and rollback criteria.