

Gabriella Fonseca

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Digital strategist and UX researcher with 10+ years in digital media, user research, and data analysis. Passionate about quantitative research, experimental design, and supporting data-driven decision-making. Diving into machine learning 🤖

/* EXPERIENCE */

INDEPENDENT CONSULTANT – DIGITAL STRATEGY, DATA & AI

🌐, 2010 - present

>_ Provide consultancy to startups and SMEs on: data-driven strategy, AI adoption, quantitative research, experimentation frameworks, platform optimisation, integrated digital campaigns.

DIGITAL ENGAGEMENT SPECIALIST

RNW Media, 🇳🇱 Netherlands, 2020 - 2022

>_ Led experimentation (A/B testing, gamification, segmentation) across global teams, impacting 25M+ users; Built dashboards, monitoring frameworks, and coached teams in agile, data-driven methodologies. Conducted user research and usability studies to inform improvements and strategy.

DIGITAL SPECIALIST / PROJECT MANAGER

Saxion University, 🇳🇱 Netherlands, 2016 - 2020

>_ Led redevelopment of international website and implemented data-driven digital strategy for recruitment; Directed integrated campaigns and built analytics systems to track performance; Conducted UX research and user testing to inform continuous improvements.

ONLINE MANAGER

BOOST&CO, 🇬🇧 United Kingdom, 2015-2016

_> Led rebranding and migration of company website to a new CMS, improving usability and conversion; Delivered a data-driven digital strategy across channels, increasing leads by 5x; Managed designers, developers, and an external agency to execute integrated campaigns.

/* ADDITIONAL ROLES */

RESEARCHER

JR ANALYST

WEB DEVELOPER | C#

/* EDUCATION */

MA MEDIA INNOVATION, CUM LAUDE – BREDA UNIVERSITY (2021–2022)

BSC ART & TECHNOLOGY – SAXION UNIVERSITY (2014)

BSC INFORMATION SYSTEMS – PUC MINAS, BRAZIL (2009–2012)

/* TOOLS & SKILLS */

WEB ANALYTICS: Google Analytics, Google Tag Manager, Social Ads, Hubspot, Salesforce

DATA: Python, Seaborn, Matplotlib, Looker Studio, SQL, SPSS, Tableau, R, Power BI

MACHINE LEARNING: SciPy, TensorFlow, Regression, Classification, Clustering, LLM, Agents

UX RESEARCH: Quantitative and qualitative user research, A/B testing, Gamification, Audience segmentation, User journey analysis

DESIGN: Figma, Adobe Photoshop, Adobe InDesign, Adobe XD

DIGITAL MARKETING: SEO, SEA, Content production, Email marketing

CODE: Python <3, C#, PHP, R, Javascript, CSS, HTML5

PROJECT MANAGEMENT & COLLABORATION: Agile (SCRUM / Kanban), JIRA, Team coaching, Co-creation sessions, Design thinking, Digital strategy development

LANGUAGES: Portuguese (Native), English (Fluent), Dutch (B2-C1), Spanish (intermediate)

/* VOLUNTEER & COMMUNITY */

Mentor Data Analytics & Course Tester (ML, Data, LLM) – DeepLearning.AI (2024 – present)

Dierenbuddy / Dog walker / Cat sitter – Dierenbescherming (2023 – present)

Translator (Summaries of research in LLM and tutorials)– LearnPrompting (2022 – 2024)