HELENA HOOK

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Specialises in bridging ML engineering and product strategy by translating model outputs into experiment-ready insights and most importantly, measurable business impact.

SKILLS & TOOLS

Technical
SQL • Python • dbt • Git • Redshift • Fivetran • Tableau • Mode • Amplitude • GrowthBook • Optimizely

ML Collaboration & Evaluation
Model-performance interpretation • Translating model metrics into product KPIs • LLM evaluation & prompt iteration • Applied causal inference • Experimentation for ML-driven features

Experimentation & Analytics
A/B testing design • Causal inference • Metric design • Cohort & lifecycle analytics • User behaviour analytics

Product & Stakeholder Skills
KPI definition, ownership & monitoring • Tracking plans & event schema design • Cross-functional collaboration with PMs, Engineering, Design & ML teams • Communicating technical insights to non-technical stakeholders

COURSES

Python for Data Science and Machine Learning
Udemy, 2020

Predictive Analytics for Business
Udacity, 2020

EDUCATION

Computer Science
IT College, Tallinn, EE
2014–2015

EXPERIENCE

CLEO AI   London, UK
British Fintech unicorn backed by EQT Ventures, Balderton Capital and Sofina

Senior Product Analyst   09/2022 - 06/2025
- Acted as the analytical bridge between ML Engineers and product, translating improvements in engagement, marketing, and credit models into measurable gains in conversion and retention.
- Designed A/B tests and causal analyses for ML-powered features, quantifying incremental uplift and informing iteration priorities.
- Led evaluation of LLMs in Cleo's customer-facing chatbot, improving personalisation and building self-evaluation pipelines with ~90% human expert alignment and reducing annotation costs by >70%.
- Developed modular dbt models to streamline data reliability and build scalable foundations for ML monitoring, experimentation analysis, and feature adoption reporting.
- Built company-wide templates that automated experiment validation, metric setup, and LTV breakdowns for A/B tests, dramatically reducing analyst workload and enabling non-analysts to self-serve insights.
- Created dashboards and monitoring pipelines in SQL, Python, and Count/Mode to track AI feature usage, model drift, user trust signals, and end-to-end ROI of ML and LLM initiatives.

BUSUU   London, UK
Language learning app acquired by Chegg (NYSE: CHGG) in 2021

Product Analyst   02/2021 - 08/2022
- Built predictive models in Python to identify behaviors driving conversion and retention, informing OKRs and product strategy across multiple product squads from a central analytics team.
- Analysed 50+ A/B experiments, quantifying variant impact on key metrics and guiding the testing roadmap, iteration priorities, and feature rollouts across squads.
- Created Tableau dashboards backed by custom dbt data models to track new product performance and enable scalable self-serve analytics.
- Partnered with Data Engineering to improve data quality, schemas, and event tracking during the CMS migration, ensuring reliable data for experimentation and product decisions.

PERSONAL PROJECTS
Persona-Based LLM Chatbot (07/2025)
- Built and deployed a Python/Gradio LLM chatbot on HuggingFace that simulates my professional persona and performs self-evaluation on generated responses.