

IRINA G. COTOARA

Jacksonville, FL 32224
gabriela.cotoara@gmail.com
702-704-4622

I specialize in AI, machine learning, and natural language processing, with expertise in developing and training AI models. As a Certified Scrum Master, I lead teams in integrating AI tools to enhance digital strategies. My experience includes AI red teaming, chatbot development, and improving security and user engagement. Skilled in multilingual linguistics, I ensure effective communication and localization. I prioritize ethical, user-focused solutions in all projects.

Websites, Portfolios

- <https://www.GabrielaCotoara.com>
- <https://www.linkedin.com/in/gabrielacotoaraybarra>

Skills

- **Certified Scrum Master**
- **NLP-AI Models | Bilingual Linguist**
- **AI Red Teaming Specialist**
- **Technical Writer**
- **Prompt Engineer**
- **Data Analyst**
- **AI LLM Trainer**
- **ML Data Linguist**

Education

Bachelor of Science in Business
Management
Hyperion University
Minor: Marketing

Associate of Applied Science / CC+1 in
Cybersecurity
Central Texas College
Minor: Computer Science

Scrum Master - Scrum Alliance

Diplomas & Certifications:
<https://www.gabrielacotoara.com/certificates>

Work History

Content Management | Digital Marketing Specialist

Self Employed, US & EU, Remote | January 2015 - Current

- Managed websites on Wix, Shopify, SquareSpace, and WordPress
- Created content strategies with engaging multimedia
- Improved site performance, navigation, and SEO through audits and techniques
- Used Google Analytics to track progress and optimize results
- Trained clients on CMS for independent management
- Executed marketing campaigns to boost brand visibility and revenue
- Enhanced social media engagement with strategic advertising

AI Trainer | Red Teaming Specialist | Annotator

Freelancer - Lionbridge, Remote | September 2024 - Current

- Created and tested offensive adversarial prompts to assess model robustness and response accuracy
- Evaluated model responses to offensive inputs, identifying vulnerabilities and areas for improvement
- Recommended adjustments to reduce bias and improve the model's handling of offensive or adversarial content

AI Data Annotator | Audio Sentiment Annotator

Part-time - Moravia IT, LLC, RWS Group, Remote | December 2024 - Current

- Labeled and categorized data to train and refine AI models
- Reviewed and corrected AI-generated outputs for accuracy and relevance
- Annotated text, images, or audio to provide clear and structured datasets
- Identified and flagged errors or inconsistencies in data annotations

Data Annotation and Labeling | AI Model Trainer

Independent Contractor - Appen Inc., Remote | January 2018 - June 2024

- Worked as Social Media QA Analyst, Auditor, Internet Search Specialist, and AI Model Trainer
- Proofread and labeled data to ensure accuracy and enhance machine learning models

- Collected and analyzed data to meet project requirements
- Evaluated social media content for relevance and compliance
- Audited software to identify bugs and improve performance
- Curated dataset disagreements and supported guideline development

Localization/Translation | AI Image & Video Annotator

Freelancer - DataForce/TransPerfect, Remote | May 2023 - August 2024

- Localized and translated AI content for global accessibility
- Annotated images and videos to improve AI model accuracy across languages
- Collaborated with DataForce Community to refine localization and annotation processes

Internet Safety Specialist

Freelancer - Telus International AI Data Solutions, Remote | April 2023 - May 2024

- Reviewed video search results to improve content quality and user safety
- Flagged offensive material, protecting users from harmful content
- Stayed current on internet safety guidelines and emerging risks
- Shared insights to enhance search algorithms and content filters
- Handled sensitive content with care, ensuring user well-being and ethical integrity

Team Lead - NLP - Developer | Bilingual Linguist

Freelancer - Gentex, Remote | August 2023 - January 2024

- Integrated language tech into automotive systems for accuracy
- Collected Romanian linguistic data for high-quality datasets
- Led translation projects, ensuring accuracy and consistency
- Used CAT tools like Phrase to streamline processes
- Reviewed localized UI content and improved translations
- Ensured quality, adhering to style guides and client standards
- Trained linguists in CAT tools for efficient workflows

Chatbot Content Reviewer | Bilingual Linguist

Freelancer - Scale AI, Remote | September 2023 - November 2023

- Evaluated chatbots' bilingual capabilities through feedback and ratings
- Reviewed interactions to improve linguistic accuracy and cultural relevance
- Enhanced user experience across multiple languages
- Identified strengths and areas for improvement
- Contributed to chatbot development with a detail-oriented, tech-driven approach

Director of Corporate Travel & Business Development

Self - Employed - Cruise Planners | January 2008 - October 2020

- Managed travel bookings, including flights, hotels, and rentals
- Used B2B/B2C travel platforms to streamline operations
- Led hiring, training, and coaching to improve team performance
- Delivered excellent customer service and resolved issues quickly
- Increased revenue through upselling and cross-selling strategies
- Built strong relationships with clients, vendors, and team members

Languages

- **English** - Native or Bilingual
- **Romanian** - Native or Bilingual
- **Spanish** - Professional Working
- **Italian** - Limited Working

Professional and Relevant Skills

AI Tools & Technology:

I use AI tools to automate content reviews and improve moderation processes. I've applied AI to speed up platform content evaluation, increasing efficiency and accuracy.

Chatbot Content Reviewer (Coding, STEM, Business, Marketing):

I enhance chatbot interactions by ensuring accurate, helpful responses in fields like STEM, coding, business, and marketing. For example, I refine chatbots' technical explanations and business insights to meet industry standards and improve user satisfaction.

Computational Linguistics & NLP/NLU:

I use NLP/NLU to help chatbots understand user intent and sentiment. For example, I've improved chatbots' ability to handle complex customer queries more efficiently.

Content Analysis:

I analyze online content to spot trends and ensure compliance with guidelines. I've flagged harmful patterns in forums to keep them aligned with industry standards.

Internet Safety Evaluation:

I ensure online safety by reviewing content for privacy risks, online threats, and inappropriate material. I stay updated on emerging risks like phishing and cyber-attacks to safeguard users.

Project Management:

I lead teams and manage resources to ensure successful project delivery. For example, I've overseen the redesign of chatbot interfaces, ensuring projects meet deadlines.

Python, SQL:

As a part of the developer team, I leverage my medium-level Python and SQL skills to train machine-learning models. I utilize Python for model development and data analysis, while SQL improves data handling, particularly for chatbots training workflows. I've also contributed to creating chatbots that learn from user interactions.

Regex (Regular Expressions):

I optimize Regex patterns to make text processing faster and more accurate, especially in machine learning applications like extracting data from large datasets.

Risk Assessment:

I identify and address risks such as cyberbullying, hate speech, and harmful content. For instance, I program chatbots to detect abusive language and ensure safer online interactions.

Technical Writing:

I write clear guidelines that simplify complex tasks. I've created easy-to-follow documentation for chatbots training to help development teams improve performance.

Transcription, Annotation, Data Labeling:

I manage transcription, annotation, and data labeling, ensuring accurate data for machine learning. I've overseen data tagging to improve chatbot models.

Visual Studio Code, Jupyter Notebook, PyTorch, TensorFlow, Tableau:

I use Jupyter Notebook to analyze chatbot performance and Tableau to create interactive dashboards. I'm familiar with PyTorch and TensorFlow for machine learning and use Visual Studio Code for development.