PARA INGLÊS LER

DATA ENGINEER AND MARKET INTELLIGENCE CONSULTANT WITH SOLID EXPERIENCE IN MARKET LEADERS AND MAJOR CONSULTANCIES
☎ +55 11 982643233 |✉ americo@parainglesler.com.br | ➢ Traduza seu CV Agora!

PROFESSIONAL PROFILE

Data Engineering / Market Intelligence professional with 10+ years of experience in major players of the Business Consulting, Media, Environmental Services, Car Rental and Air Travel segments, consistently improving strategic planning, insight generation, visibility and predictability through a comprehensive grasp of:

✓ Database Maintenance	✓ Macroeconomic Studies
✓ CRM	✓ Marketing and Market Research
✓ Management Reporting, Presentations	✓ Predictive Modeling (Machine Learning)
✓ Dashboards	✓ Classification / Recommendation Models
✓ Sales KPIs	✓ Data Extraction, Processing, Validation
✓ Localization of Marketing Plans	✓ Market Trends
✓ Consumer Behavior	✓ Business Proposal Development
✓ Pricing (Bids, Projects)	✓ Customer Satisfaction (NPS)
✓ SWOT Analyses	✓ Social Media Metrics
✓ Statistics	✓ Lead Qualification

Understanding of SQL, Python, PowerBI, Tableau, and Big Data.

Native Portuguese | Fluent English | Fluent Spanish | Intermediate French

PROFESSIONAL EXPERIENCE

COMPANY 1   09/2020 – Present
Large company of the technology segment.
Data Engineering Consultant
✓ Analyzed data throughout its life cycle for leading brands.
✓ Performed proactive data compliance and set alarms to prevent the use of inappropriate data.
✓ Resolved data quality issues across the entire database structure for dashboards.

COMPANY 2   05/2017 – 06/2019
Medium-sized company of the Media segment.
Strategic Planning Analyst - Reporting to the Financial Board
✓ Analyzed data, monitored KPIs and developed reporting to improve strategic decision making.

COMPANY 3   09/2016 – 04/2017
Large company of the Environmental Services segment.
Pricing Analyst
✓ Priced environmental management projects and implemented a CRM system on a Cloud platform

COMPANY 4   06/2015 – 12/2015
Large company of the Car Rental segment.
Pricing Analyst
✓ Managed pricing strategies and reports.

PROFESSIONAL EXPERIENCE (Cont.)

COMPANY 5   05/2013 – 06/2014
Large airliner.
Market Intelligence Analyst
✓ Studied and presented strategic, customer satisfaction (200k customers per week) and sales & marketing data.

COMPANY 6   04/2012 – 05/2013
Large company of the Transportation/Logistics segment.
Market Intelligence Analyst
✓ Implemented and followed up on regional marketing strategies (Latam), maintaining daily contact with headquarters in the USA.

COMPANY 7   01/2011 – 12/2011
Large Belgian multinational of the third sector / NGO segment.
Team Leader
✓ Defined strategies, maintained contact with exchange students abroad and performed qualitative research.

COMPANY 8   06/2015 – 12/2015
Large company of the Car Rental segment.
Pricing Trainee

ACADEMIC BACKGROUND

Graduate's degree (Extension) - Data Science | Digital House   2020

Degree in Systems Analysis | Unip   2020

Degree in Marketing | USP   2011

MAIN COURSES

✓ Coursera/ AWS: AWS Fundamentals, Getting started with AWS Machine Learning
✓ Coursera/ deeplearning.ai: NLP in TensowFlow; Sequences, time series and prediction
✓ Coursera/ Google Cloud: Achieving advanced insights with BigQuery, Applying Machine Learning to your data with GCP, Big Data and Machine Learning fundamentals, Creating new BigQuery datasets and visualizing insights, Exploring and preparing your data with BigQuery,   From data to insights with GCP Specialization, Feature engineering, GCP Big Data and Machine Learning fundamentals, Modernizing data lakes and data warehouses with GCP
✓ ESPM: Business Intelligence, Sales management and supervision, Result-oriented competitive intelligence, Key Account Management, B2B Marketing, Digital Metrics and Web Analytics, Pricing as Management Tool