

# Minha Transição Profissional: Da Gestão de Projetos à Engenharia de Dados

Welcome to my career transition presentation. With over 10 years of multidisciplinary experience in project management, audiovisual production, and data analysis, I am now embarking on a new journey into Data Engineering. This presentation will walk you through my background, key projects, and technical skills that prepare me for this exciting shift.

My goal is to leverage my strong analytical mindset and leadership skills to excel in technology, focusing on delivering data-driven solutions aligned with business objectives.



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# Trajectory: A Decade of Multidisciplinary Experience

## Professional Timeline

From 2014 to 2024, I have evolved across different fields, starting in project management, expanding into audiovisual content production, and embracing data analysis. This diverse journey has built a solid foundation for understanding complex project lifecycles and data-driven decision-making.

## Key Skills Developed

- Strategic project leadership
- Creative audiovisual storytelling
- Advanced data interpretation and visualization





# CEO and Project Manager: Leadership in Practice



## Entrepreneurial Leadership

As CEO and project manager of my own company, I directed strategic vision, aligning resources and talent to deliver high-impact campaigns and events.



## Business Strategy Execution

Implemented innovative business plans that increased operational efficiency and revenue growth while fostering client satisfaction and loyalty.



## Proven Results

Successfully coordinated teams and projects that led to measurable improvements in brand reach and engagement.



# Highlighted Projects: Working with Renowned Brands

## Disney+

Orchestrated digital campaigns that elevated streaming service subscriptions by 25% during new releases.

## Expedia

Led event activations and content production, enhancing brand visibility and customer engagement in competitive markets.

## Canal Futura

Developed cross-platform campaigns integrating TV and social media, resulting in a 30% increase in viewer interaction.

# Expertise in Audiovisual Production and Digital Content

## Multi-Platform Content Creation

Produced compelling stories tailored for television, web, and social networks, ensuring audience alignment and brand voice consistency.

## Storytelling and Production Techniques

Mastered narrative structuring and technical production skills that drive viewer engagement and campaign success.

## Successful Campaign Cases

Delivered projects that achieved high audience engagement metrics, reinforcing brand loyalty and market presence.





# Data Analysis: A Strategic Lens

1

## Data-Driven Optimization

Applied data insights to fine-tune marketing campaigns, boosting conversion rates and ROI.

2

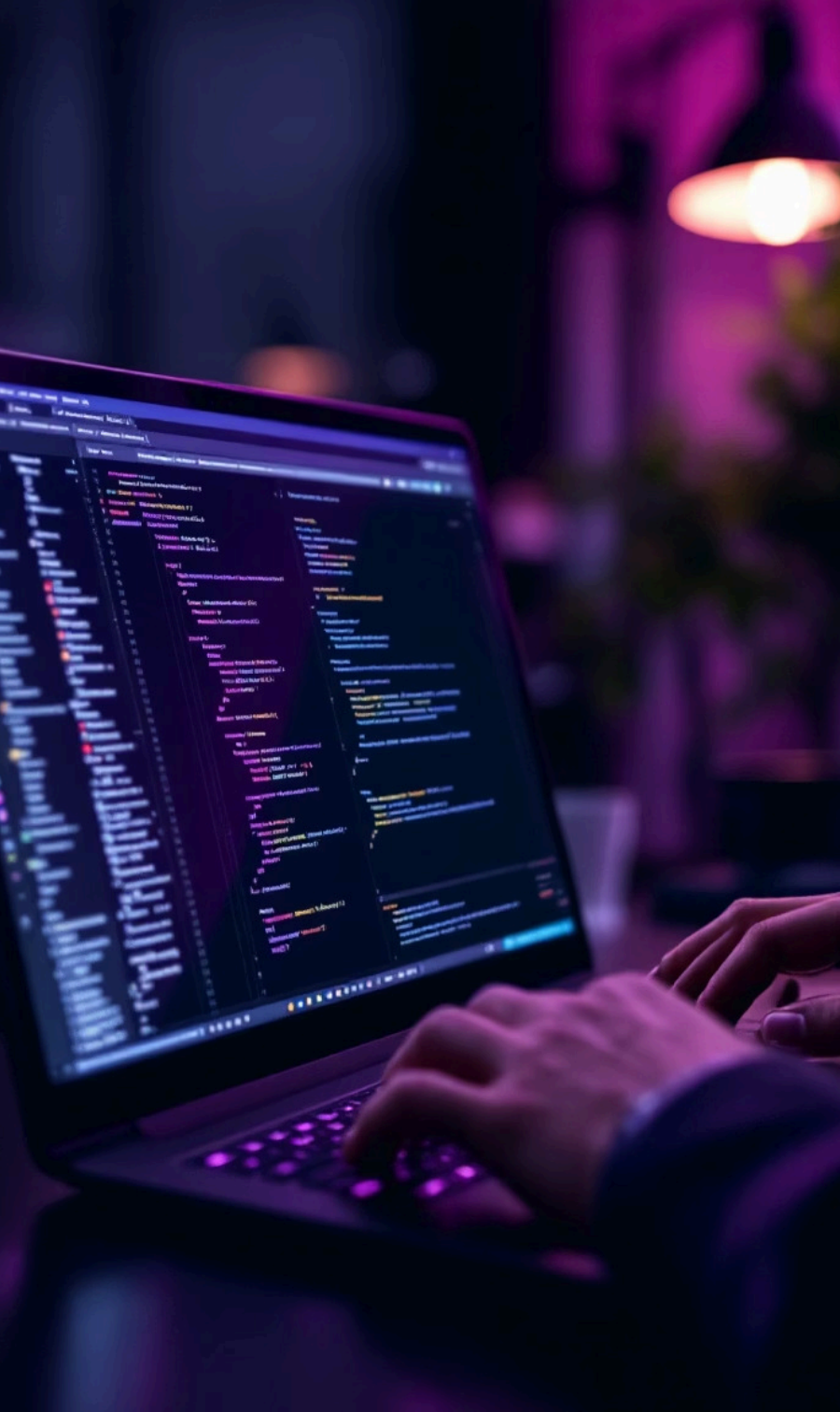
## Proficiency with Analytical Tools

Experienced in using tools like Excel, Power BI, and SQL to extract and visualize meaningful patterns.

3

## Decision-Making Support

Leveraged data analytics to inform strategic planning and enhance project outcomes.



# Transitioning to Technology: Data Engineering

## Career Motivation

Inspired by the transformative power of technology and data-driven decision making, I am pursuing a focused career shift into Data Engineering.

## Specialization

Currently deepening expertise in SQL, Power BI, and data pipeline methodologies through relevant certifications and practical projects.

## Ongoing Development

Actively engaged in courses and hands-on exercises to bridge domain knowledge with technical skills.

# Technical Skills: SQL, Power BI, and Agile Methodologies

## SQL Mastery

Skilled in querying, manipulating, and optimizing databases to support efficient data retrieval and transformation.

## Power BI Dashboards

Experienced in designing interactive reports and dashboards that provide actionable business insights.

## Agile Project Management

Knowledgeable in agile frameworks, facilitating iterative development and cross-functional collaboration.



# Next Steps: Goals and Contributions

## 1 Explore Opportunities

Seeking challenging roles in Data Engineering where I can apply analytical and technical skills.

## 2 Deliver Value

Aiming to contribute by optimizing data workflows and enabling data-driven decision making for organizations.

## 3 Professional Growth

Committed to continuous learning and advancing expertise in emerging technologies and data practices.



# Conclusion: A New Purpose-Driven Phase

My career journey reflects a commitment to growth, adaptability, and results. Transitioning from project management and audiovisual production to a technology-focused path aligns my passion for data and analytics with impactful business solutions.

I'm enthusiastic about this new chapter and eager to bring my diverse experience and fresh technical skills to dynamic teams and projects.

Thank you for your attention. I welcome any opportunity to connect and explore potential collaborations or roles in the industry.

Feel free to reach out for further conversation.