Lais Mendonça

Data Scientist | Data Analyst

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With over 10 years of experience in data analytics and a recent master's degree in data science, I am eager to grow into a role where I can apply and expand my skills in machine learning and computer vision.

Throughout my career, I have worked extensively with data analysis, developing data based marketing plans for clients such as Unilever and Nestlé. While my professional background has been rooted in advertising and marketing analytics, my academic work has been focused on machine learning applications in different contexts and fields.

Over the past three years, I have specialized in using Python libraries for deep learning, working with large language models (LLMs), natural language processing (NLP) and data visualization, further broadening my expertise in computer vision and AI and its applications. My current thesis leverages computer vision to identify empty and abandoned buildings in Lisbon, offering me practical knowledge in image preprocessing, model training, and deployment.

PROFESSIONAL CAREER

Publicis Groupe Portugal *(August 2020 - Actual)*
Data Scientist & Data Analyst

• Design and implement data-centric solutions to drive actionable marketing plans for clients.
• Develop tools leveraging NLP and large language models (LLMs) to process and analyze unstructured text data.
• Create user-friendly interfaces for data visualization and interaction using Streamlit.
• Build and optimize ETL pipelines to ensure data quality and streamline processing workflows for diverse datasets.
• Conduct market and consumer behavior analysis, integrating social media monitoring and research to inform strategy.
• Collaborate with a multidisciplinary team to foster innovation and deliver impactful solutions tailored to client needs.

F.biz Brazil *(March 2016 – March 2020)*
Consumer Insights Supervisor *(Since January 2019 to March 2020)*

• Applied advanced data analysis and methodologies to uncover insights into consumer behavior and interaction patterns.
• Conducted graph analysis to map networks of consumer habits, touchpoints, and demographic relationships.
• Developed data-driven solutions to create detailed consumer journeys and segmentation strategies.

• Produced actionable trend reports grounded in quantitative and qualitative data for industries such as consumer goods and healthcare.
• Designed visualization tools to present complex data insights clearly to stakeholders and clients.
• Supervised a team of three, ensuring effective collaboration and high-quality deliverables.

Consumer Insights Coordinator *(October 2016 to December 2018)*

Business Intelligence Analyst *(March 2016 to September 2016)*

Havas Brasil *(October 2015 - March 2016)*
    Business Intelligence Analyst

RIOT Brasil *(June 2013 - October 2015)*
    Business Intelligence Analyst

EDUCATION
Master's in Data Science, 2021 – actual
Universidade Lusófona (Lisboa/Portugal)
Thesis focused on using computer vision to identify empty and abandoned buildings in Lisbon

Master's in Communication and Semiotics, 2017 - 2019
PUC/SP - Pontifícia Universidade Católica de São Paulo (Brazil)
Research focused on how the heavy use of intelligent technology interferes in people subjectivity.

Bacharelor's degree - Journalism, 2007 - 2010
Fapcom - Faculdade Paulus de Tecnologia e Comunicação

LANGUAGES
Native Portuguese, Advanced English and Advanced Spanish