

FÁBIO RODRIGUEZ REIS CANOVA

STRATEGY | PROJECT MANAGEMENT | BUSINESS INTELLIGENCE

Contact:

Phone

55 19 9 9175-2179

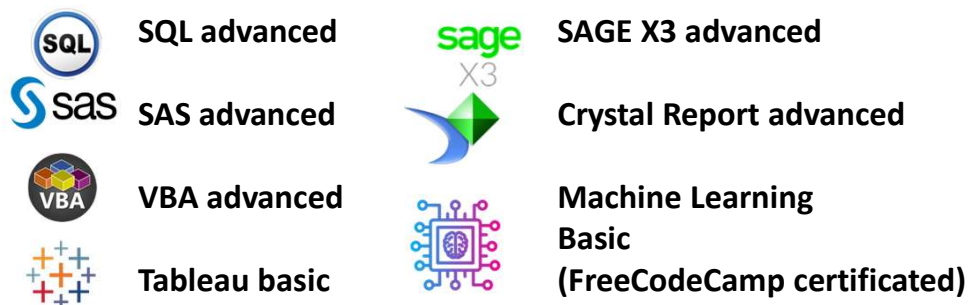
Email

bino29@gmail.com

Address

Rua Adelino Moreira, 63 – Brasil 500 –
Paulinia - SP

Technical Specialties:



Academic Background:

Jan 2005 – Jun 2009

Bachelor's Degree in Public Administration

Fundação Getúlio Vargas - EAESP

Set 2007 - Dez 2007

University Exchange Program

Universidade Luigi Bocconi – Milan - Italy

Languages:



PROFESSIONAL EXPERIENCE

INCOTELA

Manufacturer and Service Provider Specialized in Fencing Systems

Data and Project Manager – September 2011 – January 2025

- Led the general management of the company, overseeing all strategic operations and activities.
- Coordinated a team of over 100 employees with varying education levels.
- Developed and maintained **daily reports and data analyses using SQL**, extracting and manipulating data from the **SAGE X3** database.
- Created reports and dashboards in **Excel, Power BI, PowerPoint, and SAGE X3** to support decision-making.
- Designed key reports and data analyses, including:
 - Sales performance analysis
 - Production control and efficiency tracking
 - Purchasing and supply chain reports
 - Cash flow monitoring and forecasting
 - Receivables and financial risk analysis
 - Construction project performance evaluation

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- **Key Projects:**

- **Implemented a new ERP system**, optimizing integrated process management.
- Increased annual revenue from **R\$12 million to R\$50 million**.
- Expanded production capacity from **100 tons/month to 400 tons/month**.
- Led the **launch of three new product lines**, managing machinery acquisition, implementation, market entry, and ongoing operations.
- Spearheaded the **company's international expansion**, focusing on import and export strategies.

DEMANDA ONLINE

Reverse Auction Portal for the Services Sector

Founder & Owner – January 2011 – December 2012

- Designed and developed an **innovative online platform**, managing all aspects from programming and UX design to marketing strategy and contract structuring.
- Led financial planning and cost control, ensuring the portal's profitability and sustainability.

BRADESCO CARTÕES

Bradesco Credit Card Business Unit

Analyst – January 2009 – January 2011

Intern – April 2008 – December 2008

- **Extracted, cleaned, transformed, and manipulated large-scale datasets using SQL and SAS from Big Data sources with billions of records.**
- Developed and maintained strategic **PowerPoint and Excel reports to track credit card division performance**, with presentations delivered to **Bradesco's CEO**.
- Conducted **project feasibility analyses**, providing key data insights for executive decision-making.
- Evaluated **marketing campaigns**, assessing their effectiveness and profitability.
- Key Project: Developed a **profitability monitoring system for individual CardHolders**, shifting company analysis from **spending volume to profitability metrics**, leading to a transformation in reporting and decision-making processes.

CERTIFICATES

Get Started with Looker Skill Badge

Google - 02/2025

Developing Data Models with LookML

Google - 02/2025

Prompt Design in Vertex AI Skill Badge

Google - 02/2025

Scientific Computing with Python

freeCodeCamp - 02/2025

Data Analysis with Python

freeCodeCamp - 02/2025

Machine Learning with Python

freeCodeCamp - 02/2025