



Marco Maschio

Connecting Business To Their, Our, Your Data. Transforming Data Into Information. Implementing Data-Driven Ideas

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About Me

I'm a Python/Django developer with experience on Mobile Development (Flutter/Dart), Cloud Infrastructure (AWS/Firebase) alongside a strong background on business planning and digital marketing. Looking for opportunities to thrive your business through innovation and tecnology to evolve the way that you handle your work life balance and your business connection with your stakeholders.

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Location

Remote from Sao Paulo, Brazil

Languages

English - Full professional proficiency
Portuguese - Native
Español - Reading

Professional Skills

Python



Django & Wagtail



Flutter/Dart



Firebase



Amazon Web Services (AWS)



AWS Lambda / AWS S3



AWS AppSync (Graph QL) / AWS DynamoDB



AWS EC2 / AWS RDS / AWS DMS / Linux Server (Nginx)



Azure AD / MS Exchange / MS Office 365 Admin



Azure DevOps & Atlassian Jira



Trello & MS Planner



Adobe Apps



Digital Marketing (Planning & Management)



Project & People Management



Work Experience

Chief Innovation Officer (CIO) at INFRACEA | Labs

Jun, 2019 - Oct, 2021

- **Digital Transformation:** "Change Driver" (Hands On) - Custom Tool Development and Tech driver for existing technologies as Microsoft Solutions (Azure AD, MS Exchange, Microsoft Office 365 Admin, etc)
- **Multi-platform Development** (Flutter/Dart - Android, iOS, Web, Desktop)
- **Python Developer** (Django, Wagtail, AWS Lambda Functions)
- **Web Development** (HTML, JavaScript, CSS, Python)
- **Cloud Infrastructure** (AWS, Microsoft and GCP Firebase)
- **Data Engineering** (ETL, Database Migration AWS DMS)
- **Linux Server** (Nginx, Unicorn, AWS EC2, AWS RDS, etc.)
- **Dashboards, DataViz and Analytics** (Grafana, PowerBI, Python, Pandas, Seaborn, Plotly, etc.)

- **Business Management** (focus on Digital & Content Marketing);
- **New Products Development** (Research & Development, Business Planning, and so on);
- **Applied Intelligence & Business Intelligence** (BI);
- **Applied Artificial Intelligence**.

A major culture change on the company made my mind to look for a more exciting path to travel. Then on October 2021, I did leave as open the CIO role at INFRACEA, closing the Labs Department that I started on June 2019.

Digital Channels Developer at INFRACEA

Mar, 2019 - Jun, 2020

Web Development

Front-end: HTML/CSS - mostly templates highly customized, JS (vanilla and jQuery)
Backend: Django, Wagtail, Python.
Infrastructure: AWS, Google Firestore, CloudFlare, Nginx, Unicorn.

- <https://infracea.com.br/> - Main Website
- <https://imprensa.infracea.com.br/> - Press Room
- https://pbzpa.com.br - Product Landing Page
- https://locadora.infracea.com.br - Rental Car Website (deactivated)
- <http://blog.infracea.com.br> - Blog (2021)
- Patrimony Management Platform (private)

Marketing & Business Intelligence Technologist Coordinator at INFRACEA

Feb, 2019 - Jun, 2020

- Team Coordination
- Marketing & Communication Strategy by Stakeholder
- Market Research
- New Business Intelligence Provider
- Python Apps & Priorities Emphasis by Applied Intelligence
- New Technologies Adoption - Company's first steps on Digital Transformation

Marketing Assistant at TEF Mobile (PAX BR)

Mar, 2016 - Jul, 2016

Fintech - Means of Payment (or Payment Methods)

- Branding, Brand Building (new entrant)
- Integrated Marketing Communication's Planning: Objectives, Strategy, Positioning, (...)
- Media Planning: Google adwords and Facebook Ads (costs, conversions, profits)
- Market Research (planning & field experience)
- Business Presentations
- Pricing and channels research
- Clipping to discover new communication channels
- Business Intelligence: Geo mapping for Place definitions on marketing mix through crossing data from multiple sources and geographic coordinates

Education

MBA in Markets Management [Innovation] from ESPM Superior School of Advertising and Marketing

2015 - 2016

GPA: 3.77

MBA Analytics in Big Data from FIA Business School

2017 - 2019

All credits, but ended without Final Project. A Choice in favor of a hands on opportunity to learn on job.

Bachelor's degree { Social Communication with hab. in Publicity & Advertising with minor in Integrated Communication } from ESPM Superior School of Advertising and Marketing

2010 - 2014

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