



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 technology to evolve the way that you handle your work life balance and your business connection with your stakeholders.

Email

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Video Call

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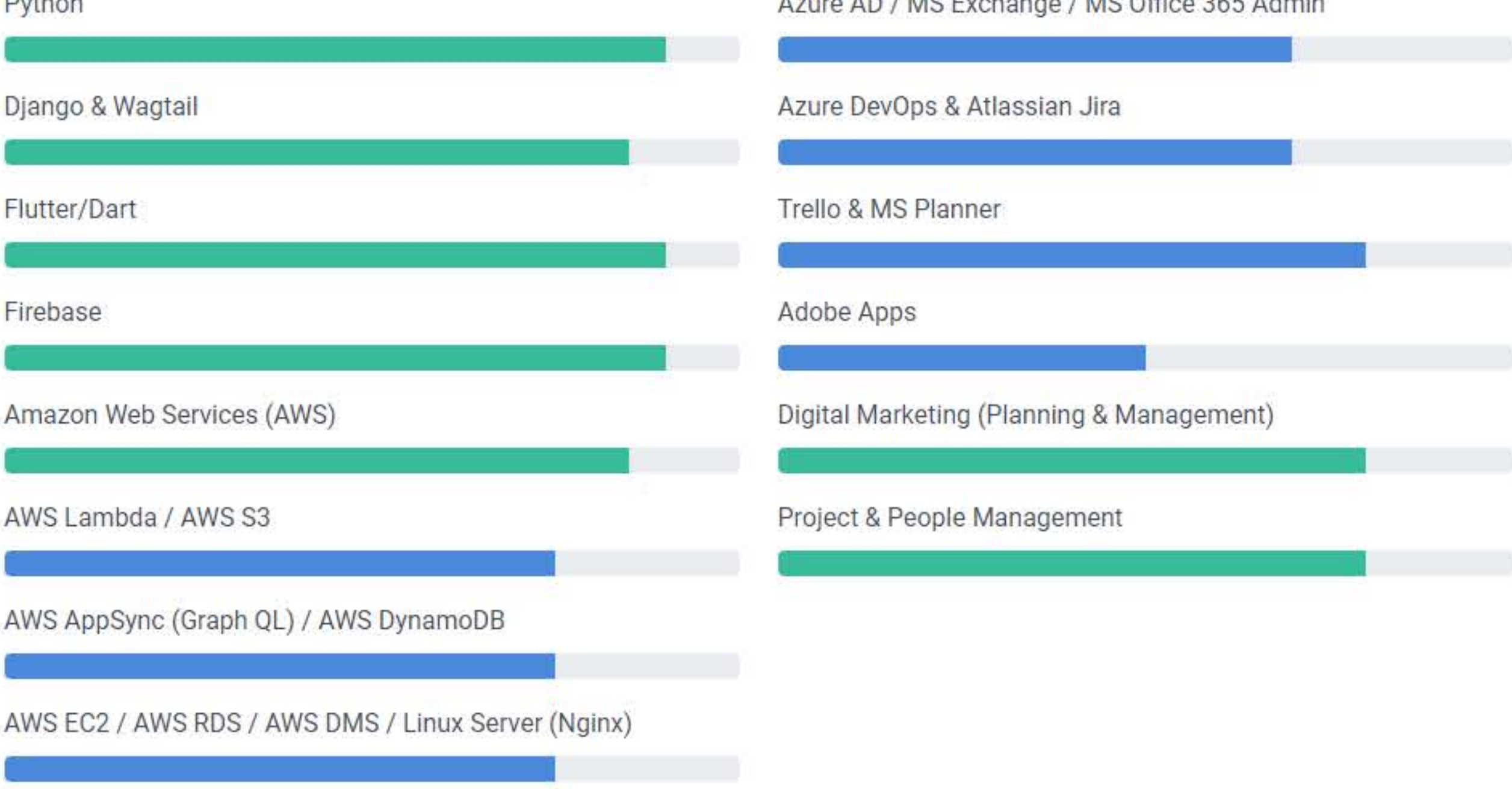
Location

Remote from Sao Paulo, Brazil

Languages

English - Full professional proficiency
Portuguese - Native
Español - Reading

Professional Skills



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.

Full Stack Developer at INFRACEA

Mar, 2019 - Jun, 2020

My principal responsibilities were to plan and develop all company's digital channels: the main website presenting products and services, jobs openings listing, course sales, and related websites as a press room where the marketing team - led by me, was able to post articles about company news focusing in B2B market and the company's blog where we addressed the general public. For these projects specifically, I chose Wagtail - a free and open source content management system (CMS) written in python that works as an app on Django Framework, and developing other websites such as product landing pages and seasonal websites using Django Framework.

I did all the development and infrastructure design, working with an instance on AWS EC2 with Nginx and Unicorn on a Linux OS. In the beginning, the SQL database from Django (MariaDB) was running on the same instance. When the websites were growing in the number of users and content, I constated the need to move the database to AWS RDS Aurora.

Rentals Cars Website

Another highlight is a rental cars website integrated with a third-party XML API communicating with a car inventory management and selling system. This project has e-commerce capabilities tailored to the business necessities: car search, listing, booking, user login with email/password or social login, email notification to buyers and company's team warning when a booking was complete through the website, and messages on Slack's company channels.

Patrimony Management Platform

This project was a private web app tailored to manage offices and airport assets such as computers, machines, cars, and other types of equipment. Keeping tracking of patrimony value, quantity, and others assets properties, with individual descriptions input through an Android App built by my team partner. The web app is oriented to the company's headquarters management team, while the Android app is to the Airports all over the country. All the data from the apps are on Google's Firestore NoSQL and Firebase's object store (image files).

REFERENCES

- <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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