

Contact

heitor.facini@gmail.com

www.linkedin.com/in/heitorfacini
(LinkedIn)

github.com/heitorfacini (Personal)

Top Skills

Analytics Engineering

Event Tracking

Business Analytics

Languages

Inglês

Certifications

Inbound Marketing parte 1:
Fundamentos e ações

Product Analytics Micro-Certification
(PAC)™#

Produção de Conteúdo para WEB

Inbound Certified

Jornalismo de Dados

Heitor Facini

Data Analyst | Product Analytics | Marketing Analytics | Analytics
Engineer | R | SQL | Python | dbt
Campinas, São Paulo, Brazil

Summary

I am a data professional with over 4 years of experience in data analysis, data science, analytics engineering, and data engineering. I also have more than 6 years of experience in the technology industry and have worked in technology companies for 8 years. My expertise includes working with marketing, sales, CX, growth, and product teams, enabling me to easily communicate insights derived from data.

My experience encompasses the following areas:

- Data Analysis (SQL, R, and Python): Focused on identifying triggers for digital product growth.
- Product Analytics: Utilizing product usage metrics, event tracking, and customer characteristics.
- Tracking Plan: Consolidation of event tracking plans for SaaS products.
- SaaS Metrics: Monitoring churn, retention, CAC, and LTV.
- Data Science and Machine Learning: Proficient in using SQL, R, and Python for unsupervised and supervised algorithms in classification and regression tasks.
- Data Visualization: Experienced in Looker, DataStudio, and Metabase.
- Advanced Analytics with SQL: Creating robust analyses to drive product and operational strategy changes.
- Analytics Engineering and Modeling: Proficient in DBT for analytics engineering and modeling tasks.
- ETL: Familiarity with Hevo and Python for ETL processes.
- Reverse ETL: Experience with Hevo for reverse ETL.

I am well-versed in a variety of tools and languages, including R, Python, SQL, Snowflake, dbt, Databricks, DataStudio, Looker, Metabase, Hevo, Hubspot, Zendesk, Stripe, Mixpanel, Avo, Google Analytics, and Google Tag Manager.

You can find my projects and code samples on GitHub: <https://github.com/heitorfacini?tab=repositories>.

Experience

Capim

2 years

Senior Data Analyst

February 2024 - Present (6 months)

Data Analyst - Product Analytics

August 2022 - February 2024 (1 year 7 months)

São Paulo, Brasil

Capim is a SaaS focused on dental clinics. I work as a Data Analyst in the Product and Marketing area, focusing on tracking key metrics and performing in-depth analyses. During this period, I was responsible for Analytics Engineering and dashboard creation for the main metrics related to subscription tracking, clinic acquisition, credit request consolidation, churn monitoring, clinic engagement, among others.

- Data analysis (SQL, Python, and R);
- Data visualization (Metabase);
- Product Analytics and Event Tracking (Mixpanel);
- ELT, Analytics Engineering, and Event Tracking (SQL, dbt, Avo, Hubspot, Google Analytics 4, Hevo, and Snowflake);
- Advanced Analytics (SQL and Python).

Projects I have worked on:

- Implementation and data ingestion within Hubspot, using Mixpanel and the internal data warehouse;
- Consolidation of monthly churn and subscription retention metrics;
- Definition of the onboarding strategy (post-trial and pre-subscription) based on bivariate analyses that tracked the propensity for usage and subscription return;
- Definition of the marketing channel attribution model and obtaining the corresponding data;
- Implementation of event tracking via Mixpanel, using Avo;

- Initial implementation of subscription analytics modeling, using internal data and Stripe's data.

LogComex

Senior Marketing Analyst

July 2021 - July 2022 (1 year 1 month)

Logcomex is a SaaS focused on foreign trade, offering data and intelligence for companies in the sector. There, I worked in the organic marketing team, being responsible for growth of over 1000% in organic traffic, Logcomex's exposure in the international press, organizing the data, metrics, and OKRs of the area with visualization in reports and dashboards, and reporting this to leadership.

- Data analysis for the production of rich material (SQL, Looker, and Google Sheets);
- Dashboard construction using DataStudio for metric tracking and ETL using Python and Google Sheets;
- Optimization of pages and management of organic traffic metrics (SEO with SEMRush, Analytics, and Search Console);
- Topic Cluster strategy implementation;
- Elaboration and implementation of the company's SEO strategy, focusing on the blog and restructuring of pages;
- Copywriting (Landing Pages, Advertisements, Social Media, Nurture Flow Email and Newsletters with content curation);
- Coordination of Partner Press Office;
- Writing scripts for webinars and events.

Buzzer Beater

Co-creator and content producer

April 2016 - February 2022 (5 years 11 months)

Buzzer Beater has become one of the leading independent basketball outlets on the Brazilian internet.

- Production of video and live content for Youtube, with a focus on retention and increasing views. Video SEO techniques, monitoring of KPIs for measuring results;
- Production of roundtable and narrative podcast;
- Production of content for twitter and instagram, with a focus on increasing traffic on other channels.

Hent

Senior Marketing Analyst

April 2021 - July 2021 (4 months)

At Hent, I was responsible for all communication channels, both digital and non-digital, to attract more investors and entrepreneurs to the platform.

- Inbound Marketing;
- CRM, both B2C and B2B;
- Social Media;
- Content Marketing;
- SEO;
- PR.

Quero Educação

Data Analyst

November 2019 - February 2021 (1 year 4 months)

São José dos Campos e Região, Brasi

Responsible for creating analytical studies based on public data (employment, higher education, secondary education, college entrance exams). Using statistical techniques and data analysis to build reports that led to press publications in the main Brazilian vehicles, positioning Quero Educação as a reference. Also led the publication partnership front with blogs and profiles, doing digital PR and link building.

- Using SQL, Google Sheets, and Databricks, performed data analysis (Data Journalist) to produce quality and relevant content for the press (PR) and for internal content production on the blog;
- Management of the off-page SEO strategy through link building to increase domain reputation and authority, with guest posts and partnerships with the press;
- Analysis of KPIs and metrics, with creation of tracking dashboards for the results obtained through link building;
- Monitoring of the results of link building and its effects on the company's SEO strategy.

Superlógica Tecnologias

SEO and Content Marketing Analyst

July 2017 - October 2019 (2 years 4 months)

Campinas e Região, Brasil

Within Superlogica, I participated in building and growing the brand as one of the leading references in business management in the areas it operates, through the production of educational and institutional content, and the creation of market events.

The marketing strategies, which I was a part of, were among those responsible for a \$300 million investment from the American private equity fund Warburg Pincus.

- Responsible for the strategy of the Superlogica blog (B2B focus), with monitoring of SEO, access, and increased leads;
- Creation of rich content for lead capture and nurturing;
- Lead capture and nurturing for a newsletter focused on startup and management content. Monitoring of goals and key KPIs;
- Linkbuilding strategy (off-page SEO) to increase domain relevance;
- Production of content for podcasts, e-books, social networks, video for YouTube, copy for email and for the website;
- Promotion and curation strategy for the Superlogica Xperience.

CPqD

Software Developer

March 2012 - March 2013 (1 year 1 month)

Programador Java, SQL

CI&T

Software Developer

February 2011 - December 2011 (11 months)

Campinas, Brasil

C#

Education

Universidade de São Paulo

Master of Business Administration - MBA, Data Science e Analytics · (March 2021 - December 2022)

Universidade Estadual Paulista Júlio de Mesquita Filho

Bachelor's degree, Social Communication · (2013 - 2016)

Colégio Técnico de Campinas - Unicamp

Software Development Technician, Programação de
Computadores · (2008 - 2010)