

JOÃO PAIVA CARVALHO

DATA ANALYTICS

LUMIAR, LISBON



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ABOUT ME

I am looking for an opportunity in the Data Analytics field, where I can grow professionally, learn, and gain practical experience. I am available to start immediately.

I am a problem-solving oriented person, with a strong sense of responsibility, proactivity, and initiative. I am interested in dynamic challenges with analytical and strategic components — and especially in opportunities that offer continuous learning and development.

EDUCATION

DATA - DRIVEN MARKETING: DIGITAL MARKETING AND ANALYTICS SPECIALIZATION

Master's Degree | NOVA Information Management School | 2021-2023

DATA - DRIVEN MARKETING & ANALYTICS

Professional Training | EDIT. - Disruptive Digital Education | april 2021 - june 2021

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Bachelor's Degree | School Of Communication and Media Studies | 2017 - 2020

ERASMUS +

Sofia, Bulgaria | 2019 - 2020 (1 semester)

SKILLS

Full Skilled

MICROSOFT OFFICE

✓ WORD ✓ POWERPOINT ✓ EXCEL
✓ POWER QUERY ✓ VBA

DATA ANALYTICS

✓ POWER BI ✓ LOOKER STUDIO ✓ TABLEAU
✓ PYTHON ✓ NUMPY ✓ PANDA
✓ MATPLOTLIB ✓ SEABORN ✓ SCIKIT-LEARN
✓ SQL ✓ MICROSOFT SQL SERVER

Partial Skilled

But Prepared to Support the Team

✓ GOOGLE ADS ✓ META ADS
✓ SEO ✓ SOCIAL MEDIA
✓ GOOGLE ANALYTICS

PROFESSIONAL EXPERIENCES

CONTACT CENTER AGENT

Montepio Bank | september 2023 - january 2025

- Customer service in the banking sector, focused on identifying client needs, resolving issues, and recording information in the internal system.
- Experience in handling large volumes of client data and maintaining high performance in a demanding, results-driven environment.

SOCIAL MEDIA MARKETING APPRENTICESHIP

SalesEra | may 2023 - september 2023

- Creation of digital content for SalesEra's social media and online platforms.
- Gained international experience by working with a team of trainees from different nationalities.
- Promoted to team leader, responsible for preparing meetings, managing and reviewing content, providing feedback to trainees, and planning publishing calendars.

DIGITAL MARKETING CONTENT ANALYST APPRENTICESHIP

International Institute of Digital Marketing | march 2023 - june 2023

- Creation and management of digital content for the Institute's communication channels
- Participation in the planning, design, and scheduling of social media content
- Collaborative work with trainees from different countries in a remote environment

DIGITAL MARKETING AND ANALYTICS ASSISTANT

Labelium | december 2021 - july 2022

- Optimization of online advertising campaigns (Meta Ads and Google Ads)
- Research, analysis, and setup of new tools – Adverity
- Campaign reporting and dashboarding – Looker Studio
- Media relations – press release preparation
- Opportunity to work with clients from different markets – Italy, Spain, and France
- Clients: Yves Saint Laurent UK and Maison Kitsuné

MARKETING TECHNICIAN

Group Ageas Portugal | september 2020 - july 2021

- Management of commercial document content
- Improvements to website content for Ocidental Seguros, Millennium BCP, and Activo Bank
- Participation in strategic decision-making with the product management team
- Conducting mystery client studies
- Competitor and market trend analysis

DATA ANALYTICS PROJECTS

PYTHON / 'RELAX: PREDICTING USER ADOPTION TAKEHOME'

Key Skills Used: Data Cleaning, Exploratory Data Analysis, Data Mining, Predictive Analytics.

I am working on analyzing user adoption behavior for a fictional company, Relax Inc. The goal is to identify users who have adopted the platform based on login frequency and other factors

SQL, POWER BI / 'DIGITAL MUSIC STORE ANALYSIS'

Key Skills Used: Data Analysis, SQL, Data Visualization, Reporting

Analyzing data from a digital music store to uncover customer preferences, identifying sales trends and providing actionable insights for optimizing the music catalog

LANGUAGES

ENGLISH
Advanced

SPANISH
Intermediate

FRENCH
Basic