

JOÃO PAIVA CARVALHO

DATA ANALYTICS AND
DIGITAL MARKETING

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www.github.com/JPaivaCarvalho (PORTFOLIO)



ABOUT ME

I am looking to enter the job market and pursue a career in Data Analytics. I am available immediately to join a new professional project and motivated to prove that I have the right skills for this challenge.

I am highly self-taught, with a mindset of continuous learning and a strong interest in staying up to date with the latest trends in Data, Digital, and Marketing. I enjoy working with numbers, analyzing them, extracting insights, and finding data-driven solutions.



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 | Polytechnic of Lisbon - 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

✓ HTML + CSS



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 handling clients' personal and financial 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

'RELAX INC: PREDICTING USER ADOPTION'

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

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.

More about here: <https://tinyurl.com/Predicting-Future-Adopted-User>

'DIGITAL MUSIC STORE ANALYSIS'

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

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

More about here: <https://tinyurl.com/Digital-Music-Store>



LANGUAGES

ENGLISH
Advanced

SPANISH
Intermediate

FRENCH
Intermediate