Jessyca Moraes

Data Analyst / Analytics Engineer / Data Engineer

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SUMMARY

Data Professional with 4+ years of experience in data ingestion, transformation, modeling, and analysis. Skilled in Python, SQL, Looker Studio, and BigQuery, delivering scalable ETL pipelines and real-time insights. Strong in cross-functional collaboration and translating complex datasets into strategic business decisions. Focused on building efficient, high-impact data solutions.

SKILLS

Proficient: Python, SQL, Data analysis skills, Business process automation, Data visualization.
Intermediate: GitHub, Looker Studio/Pro, Google BigQuery, ETL, Machine learning.
Beginner: Streamlit, Google Cloud Platform (GCP), Deep learning.

PROFESSIONAL EXPERIENCE

Data Analyst | Business Intelligence Analyst
Act Digital, BR – Remote   05/2025 to present
Core Responsibilities:
- Built new dashboards from scratch in Looker Studio to meet evolving business needs and enhance visibility of ad performance;
- Improved the reliability and accuracy of Looker Studio dashboards by identifying and correcting data inconsistencies;
- Streamlined communication between business and BI teams through a structured request process based on requirements gathering.

Key Technologies and Tools: Python, SQL, Google BigQuery, Google Cloud Platform (GCP), Looker Studio, Data Visualization, CSV, Google Sheets, Analytical Skills, Media KPIs, AdTech, Gitlab, Jira, Agile methodologies, Problem-Solving, Communication.

Data Analyst | Analytics Engineer
Alright, BR – Remote   04/2024 to 09/2024
Core Responsibilities:
- Automated +10 ETL pipelines using Python, SQL, and BigQuery, ensuring efficient and scalable data ingestion.
- Developed API integrations and cron job automations to streamline multi-source data collection and processing.
- Modeled and managed BigQuery tables and dynamic views to optimize Looker Studio and Looker Pro dashboards.
- Built interactive dashboards to track engagement and media KPIs across multiple platforms.

- Prepared high-quality datasets for ML/AI integrations, ensuring consistency and performance.
- Created documentation for ETL processes and dashboards, improving data governance and onboarding.

Key Technologies and Tools: Python, SQL, MySQL, Google BigQuery, Google Cloud Platform (GCP), Looker Studio, Looker Pro, ETL, Data Processing, API Integration, Data Visualization, Data Cleansing, CSV, JSON, Google Sheets, Analytical Skills, Media KPIs, AdOps, GitHub, Jira, Monday, Agile methodologies, Problem-Solving, Communication.

Data Analyst

Eldorado Research Institute, Manaus, BR – Hybrid   01/2022 to 04/2024

Core Responsibilities:
- Conducted statistical analysis using SQL, BigQuery, and Looker Studio to optimize smartphone KPIs and NPS.
- Identified critical patterns and anomalies, leading to software enhancements and improved user satisfaction.
- Introduced Streamlit-based visualizations, making insights accessible to non-technical stakeholders.
- Mentored junior analysts and contributed to the team knowledge base, improving onboarding and analytical consistency.
- Collaborated with US-based cross-functional teams to deliver insights and influence product decisions.
- Awarded "Excellence Award for Contribution" for impactful data analysis and process improvements.

Key Technologies and Tools: SQL, Google BigQuery, Google Sheets, Looker Studio, Statistical Analysis, Python, Google Colaboratory, Streamlit, Data Science, Data Visualization, Analytical Skills, Mobile KPIs, Telecom, Jira, English, Presentation Skills, Communication, Problem-Solving, Attention to Detail, Agile Methodologies, Mentoring.

Digital Trainee | Data Analyst

Bemol Digital, Manaus, BR – Hybrid   09/2020 to 01/2022

Core Responsibilities:
- Created +10 Python-based scripts to automate data transformation and reduce manual effort in reports.

Key Technologies and Tools: Communication, Python, Jupyter Notebook, Excel, Analytical Skills, SAP ERP.

EDUCATION

Mit in Data Engineering: Big Data

Infnet Institute - BR   05/2025 to present
- **Relevant coursework:** MongoDB, Hadoop, Kafka, Spark, Python, Google Bigquery, Machine Learning

Specialization of Data Science

State University of Amazonas - UEA, Manaus, Amazonas, BR   08/2020 to 05/2022
- **Relevant coursework:** Data Science, ELT techniques, Statistics, Machine Learning, Data Visualization
- **Thesis:** Classification of Diabetic Retinopathy with Convolutional Neural Networks Committees

Bachelor of Industrial Engineering

Federal University of Amazonas - UFAM, Manaus, Amazonas, BR   03/2010 to 05/2017

- **Relevant coursework:** Operations Research, Quality Control and Management, and Project Management
- **Bachelor Thesis:** Cutting Fluids - An Overview and New Trends

LANGUAGES

Portuguese: Native
English: Professional working proficiency