

Alec do Couto

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EDUCATION

Northwestern University, Mc Cormick School of Engineering

Master of Science in Information Technology

Evanston, IL

Sep 2025 – Dec 2026

- **Coursework:** IT Management, Statistics and Data Analysis, Agile Project Management, AI and Automation, Scalable Software

Universidade Veiga de Almeida, School of Business

Bachelor of Business Administration

Rio de Janeiro, RJ

Jun 2020 – Jul 2024

- **GPA:** 3.3/4.00

- **Coursework:** Corporate Finance, Public Problem Solving, Financial Accounting, Statistics & Regression, Intro to Marketing

EXPERIENCE

Scroll

Freelance Data Analyst and Marketing Manager

Rio de Janeiro, RJ

Jun 2023- Aug 2025

Scroll is an influencer marketing agency responsible for campaigns with GNT, Asics, Skechers, Dafiti, among others.

- Achieved an average increase of 20% in impressions and 7% engagement compared to similar campaigns from other agencies.
- Successfully managed campaigns exceeding the total investment of R\$ 250,000.

Lobie

Full-Stack Developer

Rio de Janeiro, RJ

Sep 2024- Apr 2025

Lobie is a startup focused on democratizing real estate investments by providing an easier experience for property owners and investors.

- Development of an internal platform to optimize and accelerate the onboarding of over 1K clients and new real estate ventures (Remix, Python, Django, and Google Cloud).
- Creation of a new condominium and property management platform designed for large real estate managers (NextJs, C#, .NET, and Google Cloud).

Transfero Group

Full-Stack Software Engineer

Rio de Janeiro, RJ

Nov 2021 – Jun 2023

Transfero is a startup focused on providing payments in Brazil using cryptocurrency and secure investment opportunities in the market.

- Collaborated in the development of the Transfero Prime platform and application, utilizing technologies such as React, React Native, TypeScript, .NET Core 5.0, C#, and SQL.
- Contributed to the development and maintenance of the API and infrastructure responsible for processing over \$1 million daily in payments, using SQL, .NET, and C#.
- Created a Python script to automate the updating of prices for 500 Top cryptocurrencies.

Rede Globo

Strategy and Analytics Intern

Rio de Janeiro, RJ

Aug 2020 – Nov 2021

Globo is the largest media company in Brazil and the second largest in the world. Additionally, it is a technology powerhouse.

- Structured key product metrics data at Globo using SQL, Google BigQuery, and Python.
- Analyzed user behavior and comparative data (such as user activity, total users, and Google Analytics behavioral data) across all of Globo's digital products.
- Developed automated jobs and processes to efficiently fetch and visualize data.

Innovation Intern

Aug 2019 – Aug 2020

- Contributed to the development of an AI framework (Python MVP) dedicated to managing and handling consumer data, resulting in improvements in product personalization.

EXTRACURRICULARS

Clérigos PUC-Rio

General Director

Rio de Janeiro, RJ

Apr 2020 – Jun 2022

Clérigos PUC-Rio, the official Esports team of PUC-Rio, is dedicated to achieving tournament victories and engaging students in the exciting world of Esports.

- Redesigned the recruitment process to significantly enhance overall team performance.
- Co-led the successful closure and management of four distinct partnerships
- Organized and managed over 60 students, including staff and players.

Co-Founder and Rainbow 6 and CS:GO Manager

Aug 2019 – Apr 2020

- Co-led two teams of seven players each to develop a successful strategy and training plan for six tournaments, with a combined prize pool exceeding R\$ 20,000.
- Developed a marketing plan to attract sponsors and students, aiming for a 70% increase in followers and engagement on Instagram and analyzed the financial feasibility of launching a new line of merchandise to expand revenue.

SKILLS & INTERESTS

Skills: MS Excel, React, Python, Django, JavaScript, TypeScript, SQL, React Native, NextJs, Google Cloud | **Languages:** Portuguese, English, Spanish (Basic), French(Intermediate)

Interests: JRE(Podcast), Finance, Crypto, Data Analysis, Gaming, Entrepreneurship.