Alec Do Couto

"It doesn't matter how many times you fail. You only have to be right once and then everyone can tell you that you are an overnight success." - Mark Cuban

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in linkedin.com/in/alecdocouto

github.com/Knoka1?tab=repositories

SKILLS

`Python` `React` `React Native` `JavaScript` `C#` `TypeScript` `SQL` `Excel` `PowerBI` `Agile` `Scrum` `Kanban` `Leadership` `Self-Starter` `Problem Solving`

LANGUAGES

English
Full Professional Proficiency

Portuguese
Native or Bilingual Proficiency

French
Professional Working Proficiency

INTERESTS

`Finance` `Tech` `Crypto` `CRM` `Data Analysis` `Data Management` `Business Management`

WORK EXPERIENCE

Founder and Data Analyst
Scroll.
06/2023 - Currently
Scroll is an influencer marketing agency responsible for campaigns with GNT, Asics, Dafiti, among others.

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

Full-Stack Developer
Transfero Group
11/2021 - 06/2023
Transfero is a startup focused on providing payments in Brazil using cryptocurrency and secure investment opportunities in the market.

Responsibilities/ Achievements
- 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 various cryptocurrencies.
- Contributed to a high-performing agile team of software engineers, product owners, and business leaders, identifying opportunities, flaws, and developing effective solutions.

Data Analyst Intern
Globo
11/2020 - 11/2021
Globo is the largest media company in Brazil and the second largest in the world. Additionally, it is a technology powerhouse.

Responsibilities/ Achievements
- Structured key product metrics data at Globo using SQL, Google BigQuery, and Python.
- Suggested innovative ideas by analyzing user behavior and comparative data (such as user activity, total users, and Google Analytics behavioral data) across all of Globo's digital products, including G1, BBB, GE, GShow, Globoplay, and others, aiming to report, enhance usability, and analyze consumer behavior.
- Developed automated jobs and processes to efficiently fetch and visualize data.

Innovation Intern
Globo Lab Dados (ECOA PUC-Rio)
08/2019 - 08/2020
Globo's innovation lab at PUC-Rio focuses on creating new solutions for common issues within the company and presenting new business ideas.

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

Co-Founder and Director
Clérigos PUC-Rio
08/2019 - 06/2022
Clérigos PUC-Rio is the official Esports team of Pontifical Catholic University.

Responsibilities/ Achievements
- Achieved over 5 titles in 3 different gaming categories involving a total of 100 students.

EDUCATION

Bachelor in Business Administration
UVA
04/2020 - 04/2024

Computer Science Coursework
PUC-Rio
07/2018 - 01/2021