

# Gabriel Fernandes

Brazilian | Male | 24

Target MSc: Marketing Analytics / Growth Hacking

## PROFESSIONAL EXPERIENCE

Growth Intern - Nubank, São Paulo Jan 2024 - July 2024.

Designed and executed A/B tests for the "Rewards" feature, increasing conversion rate by 18% over 3 months.

Data Analyst Intern - AB InBev 2022.

Analyzed trade marketing data to optimize retail shelf space allocation using SQL and Power BI.

## EDUCATION

Bachelor in Business Administration, FGV São Paulo 2020 - 2023.

Specialized in Consumer Behavior and Data Mining.

## SKILLS

Technical: Google Analytics 4, SQL (Advanced), Python (Pandas), Mixpanel.

## PERSONAL INTERESTS

Bossa Nova Guitar, Surfing, Behavioral Economics.