

Salma Fernandes

Brazilian | Female | 24 years old

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.