

MARIA LUIZA DE ARAUJO

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SKILLS

DATA ANALYTICS | SQL • Python • R • Tableau • Power BI • Looker Studio • Miro • ArcGIS

DATA PROCESSING | Data Extraction • Data Cleaning • Automation • KPI Reporting

MISCELLANEOUS | Advanced Excel • Project Management • Process Optimization

LANGUAGES | English • Portuguese • Spanish • Korean (Intermediate)

EXPERIENCE

CAMBRIAN COLLEGE – Research Assistant TFEE

Jul 2025 – Present | Sudbury, ON, Canada

- Collected and analyzed structured survey data to support institutional research.
- Designed and published Power BI dashboards to visualize key metrics and research insights.
- Developed instructional materials and conducted market research for new program initiatives.

ON TOP – Data Intern

Mar 2025 – Present | Remote

- Built dashboards and reports in Tableau, Looker Studio, and Miro to support finance, compliance, and operations.
- Automated reporting workflows, reducing manual processing time by 30%.
- Used SQL to integrate and clean large datasets for departmental reporting.

CONTABWEB GENERALS AUDITORIA – Administrative Office Manager

Mar 2019 - Aug 2023 | Brasília, DF, Brazil

- Managed compliance and documentation for 50+ client accounts with 98% accuracy.
 - Improved financial reporting accuracy by 15% and forecasting by 25%.
 - Increased operational efficiency by 10% through data analysis and workflow redesign.
 - Reduced legal research time by 46% by implementing a digital legal database.
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EDUCATION

Cambrian College School of Information Technology – Graduate Certificate in Business Analytics

Jan 2025 - Oct 2025 | Sudbury, ON

Federal University of São Paulo - Esalq/USP - MBA in Finance and Controlling

Oct 2021 - Aug 2023 | São Paulo, Brazil

Instituto Brasileiro De Ensino, Desenvolvimento e Pesquisa – IDP – Bachelor in Law

Feb 2014 – Dec 2018 | Brasília, Brazil

HONORS & AWARDS

- **1st Prize, AWS DeepRacer National Competition — Cambrian College Team (2025)**

PROJECTS & ACTIVITIES

- **Predictive Model Optimisation (AWS DeepRacer)** — Applied reinforcement learning to improve self-driving car simulation lap times; achieved national 1st place.
- **Data Visualisation Workshop** — Led a Tableau data storytelling workshop for high school students at the Women in Tech Event.
- **Healthcare Chatbot Development** — Contributed to UX, system design, and documentation for a healthcare chatbot.
- **Machine Learning for Beginners (E-book)** — Created an illustrated beginner-friendly guide on regression, classification, and decision trees in Python.

INTERESTS

Traveling • Fitness • Skin Care/Self Care • Technology