

# Curriculum Vitae

11 November 2010



## Personal information

Surnames, First name:	<b>Matos Martins, Alexandre</b>
Address:	Keila, Estonia
Telephone:	(+372) 58216745
E-mail:	al3xandr3@gmail.com
Nationality:	Portuguese
Date of birth:	09 February 1981
Gender:	Male

## Occupational field:

Web Analyst, Software Developer

## Work experience

### Web Analytics & Tracking Specialist, *October 2006–Present (4 years)*

Name and address of employer:	<b>Skype</b>
Occupation or position held:	Customer Journey Technical Specialist Associate Marketing Manager - Infrastructure (09/2010)
Contact:	<a href="http://www.skype.com">http://www.skype.com</a>
References:	<a href="#">Daniel Jay</a> , <a href="#">Alex Brown</a> , <a href="#">Erki Esken</a>

**Main activities and responsibilities:**

- Responsible for a very large web analytics implementation, in the fast changing, high traffic of Skype.com and all its sub-domains. Including, changing between web analytics vendors, using multiple vendors for extra insights, tracking of web stores, external partner websites, marketing campaigns tracking, etc... Key for measuring Skype's web sites presence and success.
- Developed the AB testing on Skype.com to provide data driven feedback onto the web development process. Some of the tests performed include: user journey page flow, download flow, design variation, copy variation, banner testing, etc... Several valuable improvements found.
- Developed an in-house custom tracking solution targeted at measuring new users acquisition by marketing channel. Key for optimizing natural search and paid search campaigns.
- Several online marketing technical tasks, among others: analysis and automated reports on marketing campaigns results, marketing email campaign automations, implementing affiliate tracking, automated affiliate order refund validations, banner farm, diagnosing tracking systems reliability.

**Programmer Analyst, August 2005 - October 2006 (1 year, 2 months)**

Name and address of employer:	<b>GFI Portugal</b>
Occupation or position held:	Programmer Analyst
Reason for Leaving:	Looking for exciting opportunities abroad (outside Portugal). Got offer from Skype.
Contact:	<a href="http://www.gfiportugal.com">http://www.gfiportugal.com</a>
References:	<a href="#">Benjamim Ferreira</a> , <a href="#">António Vieira</a>

**Main activities and responsibilities:**

Migration of a CRM application from Oracle Forms technology to MS Windows Forms technology:

- C# .NET Windows Forms software development, my work was mainly focused on the application's core framework.
- Coordinating between Indian development team(Kumaran) and Portuguese acceptance tests team.
- Developer Tools Tasks: maintain the code version repository, continuous integration server, developing code validation scripts, created daily tests build automations, reports dashboard automation.

**Software Developer, November 2004 - May 2005 (7 months)**

Name and address of employer:	<b>Instituto Superior Técnico</b> , Portugal
Occupation or position held:	Software Developer
Reason for Leaving:	It was a single project work for a university class
Contact:	<a href="http://www.ist.utl.pt">http://www.ist.utl.pt</a>

**Main activities and responsibilities:**

Development of the GUI part of a Java desktop application, a flow chart style interface for a digital circuit software simulator used in a University class called "Arquitectura de Computadores" ( Computer's (Internal) Architecture).

**Software Developer, February 2003 - August 2003 (6 months)**

Name and address of employer:	<b>DevNet</b>
Occupation or position held:	Software Development
Reason for Leaving:	It was a single project work in collaboration with a university class
Contact:	<a href="http://www.devnet.pt">http://www.devnet.pt</a>

**Main activities and responsibilities:**

Development of a C# .NET Windows application to send promotional bulk SMS's, integrated with MS Outlook contact lists.

**Education and training**

**Computer Science Degree, September 1999 - July 2005**

Organisation providing education:	<b>Instituto Superior Técnico</b> , Portugal
Title of qualification awarded:	Computer Science Engineer, 5 years degree
Contact	<a href="http://www.ist.utl.pt/">http://www.ist.utl.pt/</a>
Level in classification:	14, in a scale: 0(worst)-20(best)

**Principal subjects / occupational skills covered:**

Software Engineering, Databases, Knowledge Representation, Artificial Intelligence, Statistics, Math, Physics, Computer Networks, Object Oriented Programming, Computer Graphics, Interfaces Design and Usability.

**Final Thesis:**

Integrating Microsoft Reporting Services as the reporting engine of a C# .NET Web application(a CMS like application targeted at schools in Portugal) and creating a set of default automated analysis reports for the application (average classification per exam, per class, trends of classifications over time, among other).

## Personal skills and competences

Languages:	Portuguese (mother tongue); English (fluent); French (basic); Estonian (basic)
Social skills:	Have lived and worked in multi-cultural environments for several years, especially since October 2006.
Organizational skills:	Coordinating Indian and Portuguese testing team, while on GFI Portugal. Coordinating marketing campaigns tracking projects in Skype that collaborate with several teams.
Driving licence:	European driving license, Category B.
Website:	<a href="http://al3xandr3.github.com/">http://al3xandr3.github.com/</a>

## Computer skills:

- Operating systems: Windows, MacOSX, Linux.
- Programming languages: Ruby, Clojure, JavaScript, SQL, R, C, C++, C#, Java, CSS, HTML, Bash Scripting.
- Technologies & Methodologies: MS .NET, J2SE, Ruby on Rails, MS Reporting Services, code version control(CVS, svn, git), regression testing, continuous integration tools, agile methodologies.
- Databases: MS SqlServer, Postgres, MySql, Oracle, Sqlite.
- Web Analytics: Coremetrics, Google Analytics, Omniture Site Catalyst, Omniture Test&Target.

## Hobby's and Interests:

Enjoy spending time with family and friends, doing sport, book reading and developing my knowledge about statistics, data mining, and machine learning, some of those experiments posted in [old blog](#) and [website](#).