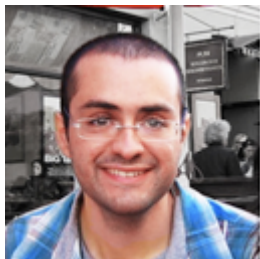


Curriculum Vitae



Personal information

Surname(s) / First name **Matos Martins, Alexandre**
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

Dates 23/10/2006 – present (3 years and 9 months)

Name and address of employer Skype
Occupation or position held Customer Journey Technical Specialist
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 volumes by marketing channel. Key for optimizing natural search and paid search campaigns.
- Several online marketing technical tasks, among others: marketing email campaign automations, affiliate pixel tracking, automated affiliate order refund validations, automated collection and sharing of marketing activity data, banner farm, diagnosing issues with tracking systems.

Contact <http://www.skype.com>, references: Daniel Jay, Alex Brown, Erki Esken (see references contacts*)

Dates 01/08/2005 - 30/09/2006 (1 year and 2 months)

Name and address of employer GFI Portugal
Occupation or position held Programmer Analyst
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 and Portuguese acceptance tests team.
- Developer Tools Tasks: maintain code version repository, continuous integration server, developing code validation scripts, created daily tests build automations, reports dashboard automation.

Reason for Leaving Looking for exciting opportunities abroad (outside Portugal). Got offer from Skype.

Contact <http://www.gfiportugal.com>, references: Benjamim Ferreira, António Vieira (see references contacts*)

Dates 01/11/2004 - 30/04/2005 (7 months)

Name and address of employer Instituto Superior Técnico, Technical University of Lisbon, Portugal

Occupation or position held	Software Developer
Main activities and responsibilities	Development of a Java desktop application, a flow chart style interface for a digital circuit software simulator used in a University course called "Arquitectura de Computadores" = Computer's (Internal) Architecture.
Reason for Leaving	It was a single project job for a university course.
Contact	http://www.ist.utl.pt
Dates	01/02/2003 - 30/07/2003 (7 months)
Name and address of employer	DevNet
Occupation or position held	Software Development
Main responsibilities	Development of a C# .NET Windows application to send promotional bulk SMS's, integrated with MS Outlook contact lists.
Reason for Leaving	It was a single project job in collaboration with a university course.
Contact	http://www.devnet.pt
Education and training	
Dates	01/01/1999 - 01/01/2005
Organisation providing education	Instituto Superior Técnico, Technical University of Lisbon, Portugal
Title of qualification awarded	Computer Science Engineer, 5 years degree
Principal subjects / occupational skills covered	Software Engineering, Databases, Networks, Object Oriented Programming, Computer Graphics, Interfaces Design and Usability, Knowledge Representation, Artificial Intelligence, Math, Physics. Final work was integrating MS Reporting Services as the reporting engine of a C# .NET Web application (a CMS like application oriented for schools in Portugal), and creating a set of default automated reports for the application.
Contact	http://www.ist.utl.pt/
Level in classification	14, in a scale: 0(worst)-20(best)
Personal skills and competences	
Languages	Portuguese (mother tongue); English (fluent); French (basic); Estonian (basic)
Social skills and competences	Have lived and worked in multi-cultural environments for several years, especially since October 2006.
Organisational skills and competences	Coordinating Indian and Portuguese testing team, while on GFI Portugal. Coordinating marketing campaigns tracking projects in Skype that collaborate with several teams.
Computer skills and competences	<ul style="list-style-type: none"> Operating systems: MacOSX, Windows, Linux. Programming languages: Ruby, Clojure, JavaScript, SQL, C, C++, C#, Java, CSS, HTML, R, 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, MySQL, Oracle, SQLite, Postgres. 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 learning about statistics: http://alexandernotebook.blogspot.com/search/label/mining
Driving licence(s)	European driving license, Category B.
WebSite	http://al3xandr3.github.com/
References contacts*	Benjamim Ferreira - http://pt.linkedin.com/pub/benjamim-ferreira/1/835/295 António Vieira - http://pt.linkedin.com/in/tozevv Daniel Jay - http://uk.linkedin.com/in/danjay Alex Brown - http://uk.linkedin.com/in/alexgbrown Erki Esken - http://nl.linkedin.com/pub/erki-esken/8/b6b/a60