

# Alexandre Cela

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## Summary

Highly accomplished Senior Analytics Engineer, with a speciality in Financial Engineering. I have over 6 years of track record in building end-to-end data solutions that directly impact revenue and operational efficiency. I have become a go to person when it comes to building clarity and simple data models from all kinds of messy sources, with all kinds of relevant tooling (web scraping, dbt, python). Crucially, I have proven my ability able synergise with teammates from various seniority levels and backgrounds in order to build great outcomes

## Professional Experience

**Senior Data Scientist Preqin & Blackrock** | London | *Aug 2023 – Present*

- Led the development of a client-facing BI product for private capital benchmarks, which generated over £2mn in new revenue by structuring messy, raw data into a reliable source for analytics. Played a critical role in the product successfully going native, thanks to expertise and great team collaboration
- Hands-on building of curated and robust private credit data models from multiple messy (and unexplored) sources and web scraping, which will be the foundation for future lucrative Index and ETF products.
- Spearheaded the development of our gold-standard user interaction data model, with dbt and CI/CD. 10x the ability to understand user behaviour, and understand how to increase user LTV
- Championed a data-driven culture by building analytics self service foundation, and training product managers on how to self serve. Reproducible analysis with streamlit and dataset agnostic python code
- Identified ROI opportunities through product usage analysis, leading to a new user onboarding survey that boosted new user activation by 35%.
- Management experience: mentoring a junior analyst to 3x team leverage and output

**Senior Product Scientist, Indeed Flex** | London | *May 2021 – Jun 2023*

- Owned and revamped a core pay rate uplift logic, reducing costs by 50% while preserving revenue, by connecting analytics with business outcomes.
- Designed, created, and deployed complex data models using dbt and CI/CD, which enabled robust tracking, self-serve analytics, and streamlined experimentation.

**Technical Lead, Voc AI (Startup Project)** | London | *Jun 2023 – Aug 2023*

- Led the technical development of a SaaS product using NLP and Generative AI, gaining hands-on experience with go-to-market strategy and lean engineering team management.

## **Data Analyst, Nike** | Europe HQ | *Aug 2019 – Aug 2020*

- Automated reporting processes, significantly reducing manual reporting time and improving delivery tracking and success for high-stakes product launches.

## **Skills & Tools**

- **Data Modeling & Warehousing:** dbt, Snowflake, Snowpark, BigQuery, Redshift, PostgreSQL
- **Programming:** SQL (Advanced), Python (Advanced), Git, Github, Docker, Web Scraping, JavaScript (beginner), Vibecoding (Windsurf, advanced)
- **Visualization:** , Streamlit, Power BI, Tableau, Metabase, Redash
- **ETL/ELT:** Apache Spark, AWS, GCP
- **Other:** Generative AI with LLMs, Machine Learning, Data Quality, CI/CD

## **Education**

- **Essec Business School**, Paris | *Sept 2015 – Jun 2019*
  - Major in Business Analytics & Data Science, Applied Mathematics, and Financial Markets
- **Stanford University**, Online Certificates
  - Machine Learning (Andrew Ng), Deep Learning, Generative AI with LLMs, Fundamentals of Data Engineering, Data Engineering Zoomcamp