

# Bruno CHICELLI

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 github |  linkedin |  medium |  portfolio

## SUMMARY

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Python | SQL | R | Go | JavaScript | React | NodeJS | C++ | GIT | DVC | Bash | TensorFlow | PyTorch | OpenCV | PySpark | Selenium | MLFlow | Google Cloud Platform | Azure | Amazon Web Services | Power BI | Data Studio  
**Fluent:** Portuguese | English | Spanish **Beginner:** German

## PROFESSIONAL EXPERIENCE

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### GLOBO GROUP

06/2021 - Current

SENIOR DATA SCIENTIST - ADTECH SQUAD - BIG DATA AND ARTIFICIAL INTELLIGENCE

Created a near real-time AI pipeline that places ads in UX optimal spots in 50k videos generating R\$6 million in additional ad revenue yearly using PyTorch, TensorFlow, Python, OpenCV, AWS, GCP Cloud Run, GCP Functions and Azure;  
Worked on genetic algorithms applied in broadcast and cable TV advertising generating over R\$10 million yearly;  
Created an doc synchronizer across documentation platforms severely reducing doc time with Go, Python and Tsuru;  
Led several projects including inventory optimization and forecast, pricing optimization, sales forecast;  
Internal Hackathon finalist presenting a script-and-cast contextualized video thumbnailer using C++, OpenCV and Python.

### BOA VISTA SERVIÇOS - BRAZILIAN CREDIT BUREAU

08/2020 - 06/2021

DATA SCIENTIST - ADVANCED ANALYTICS SQUAD - DATA SCIENCE DEPARTMENT

Developed a faster ML pipeline reducing Data Scientists overhead from 2 weeks down to 3 hours using MLFlow and GCP;  
Created a model for propensity of credit card acceptance and activation which was sold to a top20 world bank.

### ARCELORMITTAL

05/2019 - 07/2020

JUNIOR DATA SCIENTIST - INNOVATION IN MARKETING SQUAD

Saved R\$1.3 million yearly with automation, machine learning and data science using Python, R, Azure, SQL;  
Created a sales forecasting project for over 100 points of sale all over Brazil. Worked on Customer Churn modelling and Demand of production prediction for factories;  
Created a PowerBI culture with 7k+ monthly views;

## EDUCATION

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### USP - POLYTECHNIC SCHOOL OF THE UNIVERSITY OF SÃO PAULO

07/2021 - 12/2023

MASTER OF SCIENCE IN MECHATRONICS ENGINEERING

Dissertation on Deep Reinforcement Learning for traffic control in large and complex cities

### USP - POLYTECHNIC SCHOOL OF THE UNIVERSITY OF SÃO PAULO

01/2020 - 12/2021

ARTIFICIAL INTELLIGENCE SPECIALIZATION

2 year graduate studies in Machine Learning and Deep Learning - dissertation on YOLOv4 + SIFT for vehicle counting

### UFABC - FEDERAL UNIVERSITY OF ABC

05/2015 - 05/2019

BACHELORS IN SCIENCE AND TECHNOLOGY

Award of Merit in Physics III, top 75 student out of 1900 in the course - selected to teach other students

## COURSES AND CERTIFICATES

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- **Google** - Advanced Solutions Lab (16 weeks focused on several tools for ML in GCP w/ Google Experts)
- **Deepmind.ai** - Deep Learning Specialization (16 weeks)
- **Deepmind.ai** - Tensorflow Developer Specialization (16 weeks)
- **Deepmind.ai** - Machine Learning with Tensorflow in Google Cloud Platform (16 weeks)
- **Alura** (13 courses) Courses on Linux, Shell, Docker, Kubernetes and Flutter
- **Udacity** (2 courses) Time Series Forecasting; Programming Foundations with Python
- **Coursera** (16 courses) Machine Learning, Andrew Ng and other 15 courses in the specializations
- **HarvardX** (3 courses) Data Science: Productivity Tools; Visualization; Machine Learning
- Several Programming Courses (40+ courses) - Certificates on my linkedin
- Volunteered in Buenos Aires, Argentina: taking care of children who lived in a orphanage in the suburbs, AIESEC