

# Bruno CHICELLI

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 github |  linkedin |  medium |  portfolio

## SUMMARY

Python | SQL | TensorFlow | PyTorch | OpenCV | PySpark | Google Cloud Platform | Azure | Amazon Web Services  
Highlight: Calplot, my dataviz project, got liked and posted by the founder of Plotly and got featured on Plotly's LinkedIn  
**Fluent:** Portuguese | English | Spanish **Beginner:** German

## PROFESSIONAL EXPERIENCE

### GLOBO GROUP

04/2023 - Current

STAFF MACHINE LEARNING ENGINEER - GRAPH IMPROVEMENT SQUAD - DATA AND AI DEPT.

Developing and deploying models and data pipelines to manage behavior graphs at a massive scale, serving a user base exceeding 100 million unique users. Using tech like Vertex AI, DataProc, DataFlow, and BigQuery on large-scale graph data. Won the internal hackathon with embeddings + generative AI to create per-segment optimized images and text for ads.

### GLOBO GROUP

06/2021 - 03/2023

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

Developed and implemented a real-time AI pipeline utilizing PyTorch, TensorFlow, Python, OpenCV, AWS, Cloud Run and Functions. Optimizing ad placement in over 50,000 videos, resulting in an annual increase of R\$10 million in ad revenue.

Developed a contextual extractor and clustering algorithm for every article published at G1, GShow and GE to assess the CTR lift provided by different contexts for advertisers. Used PyTorch, Top2Vec, Cloud Functions and Vertex AI;

Applied genetic algorithms to automate advertising strategies in broadcast and cable TV. This initiative yielded a remarkable annual revenue generation of over R\$30 million.

Created an doc synchronizer across documentation platforms severely reducing doc time with Go, Python and Tsuru;

Recognized as a finalist in the Internal Hackathon for presenting an innovative script-and-cast contextualized video thumb-nailer. Utilized 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;

## EDUCATION

### 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

- **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