

# Lucas Cavalcante dos Santos

Data Analyst | IA & Machine Learning | Computer Vision

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## PROFESSIONAL SUMMARY

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Data Analyst with experience in AI, automation, and digital marketing projects. Specialized in developing chatbots, interactive dashboards, time series and geospatial data pipelines, and implementing SEO/SEM strategies. I combine technical skills in Python, machine learning, and BI tools with knowledge in agile management and performance marketing to deliver actionable insights and scalable solutions.

## PROFESSIONAL EXPERIENCE

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### • Data Analyst | Rebualf | Jul 2025 – Jan 2026

- Definition of scope and data modeling (ERD) for a project in the Ceará fashion market.
- Collection, cleaning, and preparation of datasets using Python and analysis libraries.
- Performance of Exploratory Data Analysis (EDA) and calculation of descriptive statistics.
- Generation of interactive dashboards and reports for senior management using Power BI.

### • Data Analyst | ZENTS | Jan 2025 – Jun 2025

- Definition of scope and data modeling (ERD) for a project in the Ceará fashion market.
- Collection, cleaning, and preparation of datasets using Python and analysis libraries.
- Performance of Exploratory Data Analysis (EDA) and calculation of descriptive statistics.
- Implementation of a machine learning model (Random Forest) with evaluation of metrics (Accuracy, Precision, F1-Score, ROC Curve).
- Generation of interactive dashboards and reports for senior management using Streamlit.

### • Marketing and Commercial Analyst | Iselétrica LTDA. | 2024 – 2025

- Planning and management of digital campaigns (Google Ads, Meta Ads) with KPI monitoring (CPC, CPA, CTR, ROI).
- Implementation of SEO and SEM strategies, resulting in increased organic traffic.
- Creation and editing of audiovisual content for social media and sales funnels.
- CRM management via internal ERP (sales, billing, support modules).
- Support to the commercial team in customer prospecting and retention.

### • Marketing Analyst | Marketing Assistant | Instituto de Educação Portal | 2022 – 2024

- Development and monitoring of promotional campaigns.
- Implementation of SEO/SEM strategies and content management for website and social media.
- Creation of graphic content and maintenance of digital communication channels.

### • IT and Networks Technician | Freelancer | Since 2013

- Assembly, maintenance, and configuration of IT infrastructure (computers, servers, TCP/IP networks, Wi-Fi).
- Remote and on-site technical support, software installation, and access permissioning.
- Technical consulting and preparation of proposals for equipment bidding.

## ACADEMIC BACKGROUND

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### • Technologist's Degree in Systems Analysis and Development | University of Fortaleza | 2026

### • Bachelor's Degree in Social Sciences | Federal University of Ceará | 2019

### • Digital Game Programming Technician | FIC Estácio | 2014

## CERTIFICATIONS AND TECHNICAL QUALIFICATIONS

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- **Artificial Intelligence** | Federal University of Ceará | 2026
- **Database Administration** | Metropolitan College | 2025
- **Software Engineering** | Metropolitan College | 2025
- **Data Science** | State University of Ceará | 2024
- **DevOps** | Ada Tech | 2024
- **Developer FullStack** | Federation of Industries of the State of Ceará | 2024
- **Graphic & Web Design** | GRACOM School of Visual Effects | 2013
- **Computer Assembly and Maintenance** | S.O.S. Computers | 2013

## HABILIDADES TÉCNICAS

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- **Primary Languages & Libraries:** Python (Scikit-learn, XGBoost, LightGBM, Pandas, NumPy, TensorFlow/Keras, NLTK, OpenCV, PyTorch), SQL, JavaScript (Node.js, React, Vue.js, Vite), HTML e CSS (Bootstrap), TypeScript, Java, C#, C++, PHP.
- **Machine Learning & Predictive Modeling:**
  - **Ensembles & Boosting:** Random Forest, XGBoost, LightGBM, Gradient Boosting, (Hyperparameter optimization via Optuna), HistGradientBoosting, CatBoost, AdaBoost, Extra Trees, Bagged Gradient Boosting.
  - **Linear Models & Regularization:** Linear/Ridge/Lasso Regression, Elastic Net, Bayesian Ridge.
  - **Auxiliary Algorithms:** K-Nearest Neighbors (KNN), Support Vector Regression (SVR), Multi-Layer Perceptron (MLP).
  - **Natural Language Processing (NLP):** NLTK for tokenization, stemming, text processing, Word2Vec for text vectorization, BoW and variants (Count, Binary, N-grams), TF-IDF and Transformers.
- **Deep Learning:**
  - **Frameworks:** TensorFlow/Keras (for building and training neural networks).
  - **Architectures:** Dense Neural Networks (DNNs), Convolutional Neural Networks (CNNs), Recurrent Neural Networks/Long Short-Term Memory (RNNs/LSTMs).
- **Computer Vision:**
  - **Frameworks & Libs:** YoLo (You Only Look Once) for real-time object detection, OpenCV (for image/video preprocessing, manipulation, and analysis).
- **Platforms & Tools:**
  - **Models, Repositories & Datasets:** Kaggle, OpenML, Hugging Face.
  - **Versioning & CI/CD:** Git, GitHub.
  - **Containerization & Cloud:** Docker, Kubernetes (k8s), AWS Cloud, Microsoft Azure, Google Cloud Platform (GCP), Oracle Cloud (OCI).
  - **Feature Engineering & Pipelines:** Pandas, Numpy.
  - **Visualization & Analysis:** Plotly, Plotnine, Matplotlib, Seaborn, Tableau, Looker, Streamlit.
  - **Digital Marketing:** Adobe Creative Cloud, Illustrator, Photoshop, Premiere, After Effects, Canva, OBS, CapCut, CorelDraw, Sony Vegas, Google Ads, Meta Ads, RD Station, WordPress, SEO/SEM, Google Analytics.
  - **Management & Methodologies:** Scrum, Kanban, Trello, Asana, ITIL, COBIT.
  - **Microsoft Office:** Excel, Word, PowerPoint, Power BI.
  - **Interpersonal Skills:** Communication, Teamwork, Problem-Solving, Adaptability, Time Management, Critical Thinking, Creativity.

## IDIOMAS

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- **Portuguese:** Native.
- **English:** Advanced (Fluent comprehension, speaking, reading, and writing).
- **Spanish:** basic (Good comprehension and reading).