

# Rafael Cespi

Electrical Engineer, Emphasis On Computers

## Contact

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## Skills

### SAS



### R



### SQL



### Teradata



### Google Analytics



### Adobe Analytics



Full Office Skill Set (Word, Excel, PowerPoint, Outlook, Access, VBA).



### Python



### Ruby

Electrical Engineer with Computer emphasis, graduated in December 2015. Advanced Microsoft Office skills, and Data Analytics programming tools, such as SAS, SQL and R, Advanced Web Analytics Skills, Very communicative and outstanding Team Player.

## Work History

2017-10 -  
Current

### Senior Business Analyst

*Evalueserve Chile, Vina del Mar, VS*

Full time consulting for a major bank at US:

- On the Client Side, responsible for digital marketing measurement and analytics, managing processes and doing ad hoc reports and researches. Focal point on Web Analytics and online back-end marketing data, Sponsorship and Focal Events measurement, email campaigns and seasonal multi-channel campaigns measurement. Developing statistical models to support very strict and high network marketing niches.
- On the Evalueserve side, Tech Lead on innovation projects, including Customer Journey Analysis and Web Diagnosis Framework. Technical focal point on Web Analytics and Digital marketing, Project Lead of Social Media Listening and Sentiment Analysis tools, Star of the month of February/2018 due to recognized work.

2014-10 -  
2017-10

### Business Analyst

*Itaú Unibanco S.A., São Paulo, SP*

- Product Owner at Mobile Analytics Application, implementing analytics tools and tags on mobile code, managing dev squads and creating Dashboards and prospecting channel usage results, implementing Adobe tools and spreading workspace knowledge to the team, consolidating information and reporting all digital channels to Direction.
- Monitoring social media marketing and participating in marketing committee and planning.
- Punctually generating social media and in channel campaign conversions.
- Junior Analyst on CRM, managing campaigns results and customer selections, punctually generating conversion results and structuring information for committees and presentations, analyzing and evolving indicators and reports, supplying Consumer, Corporate Banking and Newcomers.
- Managing backend databases to supply online panels, providing live information to Sales, digitalization and security areas, optimizing processes and automating legacy routines, improving efficiency and time consume.
- Work as intern at Wealth Management Services Business Intelligence, analyzing and management of databases, mostly on SAS platform, providing data for studies, generating executive reports for the whole bank.
- Focusing on processes improvement and maintenance of daily processes and creating new views and indicators.
- Employed as intern at Wealth Management Services Strategic Planning, creating, updating, automatizing and publishing the



Balanced Scorecard, managing planning schedule, creating executive presentations while developing monitoring and sharing the Director Strategy Professional Experience – Continuation.	
<b>Intern at Trucks Marketing and Development</b>	
<i>Mercedes-Benz of Brazil, Sao Bernardo do Campo, SP</i>	
<ul style="list-style-type: none"><li>Employed as intern at Trucks Marketing and Sales Planning; working with market research, benchmark database and comparison spreadsheets, helping to plan new products and updating legacy products to maintain market relevance.</li><li>Automation of comparison boards and executive presentations focused on product development.</li></ul>	
<b>Customer Service Intern</b>	
<i>Siemens LTDA, Sao Paulo, SP</i>	
<ul style="list-style-type: none"><li>Working in Field Assistance and Hotline, trained for "LOGO!" installation and troubleshooting support and programming guidance.</li></ul>	
<b>Education</b>	
<b>Bachelor of Science: Electrical Engineer, With Emphasis On Computers</b>	
<i>University Center of FEI - Sao Bernardo Do Campo, SP, Brasil</i>	