

Skills

Core: Data Analysis, Data Science, Machine Learning, Data Visualization, Projects and Stakeholders Management.

Fields: Travel, Banking, Credit Risk, Mobility, Classifieds, Marketing, Monetization.

Languages: SQL, Python (NumPy, Pandas, scikit-learn, seaborn, matplotlib), SAS, VBA.

Frameworks: Tableau, Redshift, Presto, Snowflake, KNIME, SAS, AWS, Google Analytics, Microsoft Office.

Work Experience

Tripadvisor – Product Data Analysis Manager

Lisbon, PT | Mar 2024 – Present

- Leading a global team of up to 10 members across multiple locations
- Skilled in managing both in-person and remote teams
- Successfully supporting 10+ stakeholders, primarily within the Product team, while also collaborating with Data Engineering, Product Development, QA, and Data Science teams
- Led Trip Planning and currently leading the Core UX team, overseeing App and Web Core UX, Search, Maps, Places, and AI initiatives

Tripadvisor – Lead Data Analyst

Lisbon, PT | Jul 2022 – Feb 2024

- Product analytics supporting Membership and Trip Planning C2C teams (present).
- Product analytics for Hotels and Restaurants B2B solutions (until Apr-2023).
- Leadership and management of a small team of analysts.
- Responsible for the Sprint process for prioritizing demands from more than four key BUs.
- Analytics projects management of global teams, including stakeholders from several backgrounds and different levels of data expertise.
- In deep product and user behavior analysis.
- Business and product performance and projects' roadmap definition.
- Responsible for implementing, tracking, and assessing A/B experiments and incrementality analysis.

OLX Group – Regional Data Analyst Specialist

Lisbon, PT | Oct 2019 – Jul 2022

- Data Analyst focused on quantitative analysis for Growth and Marketing team (Acquisition, Engagement, Performance, CRM, Branding), and Strategy and Monetization team for Bulgaria, Portugal, and Romania.
- Mentoring and coaching other analysts, as well as advocating a data-driven mindset across the company.
- Project management among several local and global teams, including stakeholders management of leaders from several backgrounds and different levels of data expertise.
- Define and optimize pricing strategy and portfolio.
- Define and analyze special campaigns and new products.
- Design dashboards, process automation, data extraction, data quality, and analysis workflows.
- Responsible for building an ROI model to optimize marketing investment.
- Studies of user segmentation, cohorts, lifecycle, engagement, churn, and user frequency.
- Responsible for implementing, tracking, and assessing all regional comms, including A/B test and incrementality analysis.
- Leading a CRM transformation to enable marketing automation for non-technical coworkers.

C6 Bank (Digital bank) – Lead Data Scientist

São Paulo, BR | Sep 2019 – Oct 2019

- Lead of four Data Scientists focused on data, analysis and modeling support for the whole bank, with main focus on credit and collection risk and marketing.

Uber (Technology) – Marketing Insights Manager - Data Scientist*São Paulo, BR | Dec 2018 – Aug 2019*

- Analyze user behavior and generate insights that drive marketing and business strategy.
- Design experiments, models and dashboards, analyzing and interpreting the results.
- Choose the proper KPI, implement and analyze impacts of market strategies, including A/B tests and causal impact for online and offline campaigns.
- Present and report findings to Latin American senior management, working closely with the research team.
- Co-lead Uber Brazil analytical employees group; Lead promotion of LGBTQIA+ inclusion and diversity at Uber.

Itaú Unibanco (Banking) – Sr. Data Scientist
*Data Scientist**São Paulo, BR | May 2017 – Dec 2018*
São Paulo, BR | Apr 2014 – Apr 2017

- Data Scientist focused on credit, collection, and financial analysis. Using datasets of hundreds of millions of rows and tens of thousands of features, delivering a profit of tens of millions of dollars per year.
- Experience in creating credit dashboards, models, business policies and implementation of Economic Capital (PD, EAD, LGD).
- Responsible for making standard and non-standard studies/models in Python, SQL, SAS and Spark languages using Machine Learning techniques such as Logistic Regression, K-Means, Decision Trees, Gradient Boosting, Random Forests, Deep Learning (TensorFlow and Keras).
- Studies and models using Relationship Networks graphs to predict credit, fraud, customer behavior, etc.
- Delivery end-to-end analytical process (from framing the problem to communicating the results).

Banco Votorantim (Banking) – Risk Audit Analyst*São Paulo, BR | Jun 2013 – Apr 2014*

- Risk Audit Analyst of Models and Processes.
- Internal Audit, compliant with standards of the Central Bank of Brazil, implementing ICAAP, seeking to adopt internal models for capital allocation (Basel II).
- Examination and testing of substantive and quantitative risks and compliance: policies and strategies for risk management systems to measure, monitor and control exposure to risk; Regulatory and Economic Capital Models; documentation and reporting.

EY (Accounting/Consulting) – Business Analyst
*(Advisory)**São Paulo, BR | Oct 2011 – Jun 2013*

- Financial Market Business Analyst.
- Advisory in Basel II subjects.
- Responsible for the independent calculation of Mark to Market (MtM) of Derivatives (Futures, Forwards, Swaps and Options), NDFs, Debentures, Bonds (among others) of many companies and banks. In addition, conducting sensitivity analysis, formulation of worksheets for calculation and revision of calculation methods, always seeking the best practices.

Education

Udacity – Data Engineering Nanodegree	<i>Jun 2021</i>
Udacity – Deep Learning Nanodegree	<i>Feb 2021</i>
Udacity - Machine Learning Engineer Nanodegree	<i>Jun 2020</i>
Coursera - Deep Learning Specialization	<i>Feb 2018</i>
Udacity - Machine Learning Nanodegree	<i>Oct 2017</i>
edX - XSeries Program Data Science and Engineering with Spark	<i>Sep 2016</i>
Universidade de São Paulo (USP) - MBA in Financial Engineering	<i>Dec 2015</i>
Universidade de São Paulo (USP) - Bachelor of Science in Physics - Qualification in Astronomy	<i>Dec 2012</i>

Languages

<i>Portuguese</i>	<i>Native</i>
<i>English</i>	<i>Fluent</i>
<i>Spanish</i>	<i>Intermediate</i>
<i>French</i>	<i>Basic</i>