

Contact

San Francisco, USA
+1-628-243-2422 (Mobile)
diogofilipebotelho@gmail.com

www.linkedin.com/in/diogofbotelho (LinkedIn)
www.associacaoinesbotelho.pt/aib/jsp/main/ChangeLocale.action (Other)
www.diogobotelho.com (Personal)

Top Skills

Team Leadership
Strategy
Operations Management

Languages

Spanish (Professional Working)
Portuguese (Native or Bilingual)
French (Limited Working)
English (Full Professional)

Honors-Awards

Master Graduate with Distinction

Diogo Botelho

Program Manager at ByteDance
San Francisco

Summary

Project Manager with extensive experience in Operations organizations. Ex-Gogler with a strong complementary skillset: team leadership, tools development, data and business analysis (SQL), vendor management (FigureEight), communications, training, mentoring, Search Engine Optimization (SEO). Looking for Team or Project manager opportunities in the Bay Area, New York, London or Zurich.

Experience

ByteDance
Program Manager
October 2020 - Present (11 months)
Mountain View, California, United States

Patreon
2 years
Project Manager
November 2019 - October 2020 (1 year)
San Francisco Bay Area

Main responsibilities:

- Influence Patreon's content moderation strategy and roadmap by providing product, operational and analytical expertise to Patreon leadership and decision-making processes.
- Team lead and lead analyst responsible for implementing and analyzing KPIs and providing data-driven recommendations to improve efficiency and scalability of Trust and Safety operations.
- Coordinate Trust and Safety, Policy and Engineer teams to identify and prioritize feature requests and bugs.

Main projects/achievements:

- Built content moderation tools and workflows that increased productivity by 73% YoY.

- Managed Patreon's Trust and Safety vendor operations. Increase system's precision by 221% and decreased variable costs by 61%.
- Launched Patreon's content abuse rate metrics, founded on quarterly statistical hypothesis tests of random samples of Patreon creators.
- Implemented monthly KPIs of Trust and Safety's vendor operations: precision, recall and cost.
- Built a full suite of dashboards to measure Trust and Safety operations' KPIs.
- Produced a strategic report documenting the prevalence of scaled abuse on Patreon; the risk to Patreon's bottom line; and the strategic plan to address this vector of abuse.

Operations Specialist, Trust and Safety

November 2018 - November 2019 (1 year 1 month)

San Francisco Bay Area

- Managed the publishing of 15 T&S articles in the Patreon blog, with a cumulative viewership of over 46,500 readers.
- Project manager for the development and/or improvement of scalable and automated tools content moderation workflows.
- Up-skilled a team of 10 content reviewers on analyst, project and vendor management skills: MySQL, Redshift, FigureEight, Jira.

Self-Employed

Sabbatical

February 2018 - November 2018 (10 months)

Japan, Morocco, Portugal and US

1/ Fulfilling life goals:

- Fulfilled long-life dream to travel Japan for 6 weeks.
- Ran a half-marathon in 1h40. Currently training to run the 2019 San Francisco Marathon in under 3h30.

2/ Personal Improvement:

- Currently taking CS50's Introduction to Computer Science course from Harvard.
- Learning Dutch (via Duolingo and Memrise).

Google

5 years 3 months

Strategist, Search Quality

November 2015 - February 2018 (2 years 4 months)

Dublin, Ireland

1/ TEAM LEAD:

- Headed a team of 9 analysts and 6 content reviewers across 3 locations (Dublin, San Francisco, Hyderabad) to tackle a P0 (top priority) product abuse vector.
- Achieved a 50% year-on-year improvement in main KPI (decrease in abuse rate) and a reclassification to P2 (low priority), through a strategy focused on operational efficiency, process automation and ongoing team upskilling.

2/ POLICY SPECIALIST:

- Led cross functional efforts to revamp Google's policies and spam fighting tools, leading to a 94% increase in consistency of review and appeal decisions.

Outreach Specialist, Google Search

October 2013 - February 2018 (4 years 5 months)

County Dublin, Ireland

1/ Supported Portuguese-speaking SEOs and site owners:

- Launched the official Google Webmaster Blog in Portuguese. Published 108 blog posts - webmaster-pt.googleblog.com.
- Answered user queries about Google organic search on the Portuguese support forum.
- Carried out Help Center article improvements in PT.

2/ Led Google Search proactive educational efforts to the SEO and content creator community:

- At industry events and conferences in Portuguese and English-speaking countries with audiences of 50-400 attendees (public-speaking at Search Masters Brasil, Google DevFest in Brasil; Digital Garage and Smart Business Show in UK; Google Breakfast Briefing in Ireland).
- Via webinars. Example of campaign (topic: Mobile indexing): <https://goo.gl/stJHa5>

Technologies: SEO, AMP, Mobile and App indexing.

Project Manager, Google.org

July 2017 - October 2017 (4 months)

County Dublin, Ireland

1/ PROJECT MANAGER:

- Managed a project to raise donations for the UNHCR (United Nations Refugee Agency) at a 3-day internal Google conference. Led a team of 38 volunteers. Raised \$34k from 357 donors.

- Set and executed the strategy and roadmap for a yearly fundraising campaign in 3 consecutive years, raising a cumulative \$58k from 600+ donors. Managed teams of 25-40 volunteers.

2/ PROCESS IMPROVEMENT CONSULTANT:

- Consulted on a Google.org global grant giving program, with the goal to improve program's internal processes and success rate of applications.

Technical Analyst, Search Quality

December 2012 - November 2015 (3 years)

Dublin, Ireland

1/ ABUSE FIGHTER & TRENDS ANALYST

- Developed extensive knowledge about Search, Webmaster Policies, and online advertising trends worldwide, with focus on Portuguese, Spanish and English speaking markets.
 - Used data mining techniques to extract data from Google's large database and proactively generate leads to decrease amount of spam.
 - Implemented automation workflows leading to increased reach and impact.
- Technologies: Dremel, SQL and Google Dashboards.

2/ PROJECT MANAGER

- Onboarded 18 new hires into our global team. Coordinated a 4-week onboarding program, including 26 training sessions, 17 trainers, 1 mentor per new hire and daily feedback sessions.

Associação Inês Botelho

Co-Founder

January 2008 - August 2011 (3 years 8 months)

Partnered with socially-conscious companies to organize events that aim to break the grey hospital routine, create bright fond memories and boost self-esteem, motivation and passion. We also support organizations that aim to raise awareness for Bone Marrow and Blood Donations.

Anturio Corporation

IT Consulting Intern

July 2009 - August 2009 (2 months)

Margens -Animação Turística e eventos

Associate

April 2008 - September 2008 (6 months)

Education

Hult International Business School

Master, International Business · (2011 - 2012)

Nova School of Business and Economics

Bachelor, Business Management · (2008 - 2011)

Fachhochschule Wiener Neustadt

Exchange semester (Erasmus Program), Business Consultancy

International · (2010 - 2010)

Instituto Superior Técnico

Undergraduate, Civil Engineering · (2006 - 2008)