Felipe Scrochio Custódio

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EDUCATION

- **ICMC USP - University of Sao Paulo** São Carlos, SP, Brazil
  B.Sc. in Computer Science *Mar. 2015 – Dec. 2021*

EXPERIENCE

- **Raccoon Marketing Digital (www.raccoon.ag)** São Carlos, SP, Brazil
  Internship - Data Analyst / Data Engineer *Apr. 2019 - Aug. 2020*

  ○ Developed dashboards and automated spreadsheets using Google Data Studio, Google Sheets, and data pipelines connecting several marketing and analytics platforms to Data Lakes and performing analysis on Google BigQuery, to support daily operations and decision making in a fast-paced environment, working in multidisciplinary squads joined by hundreds of members from radically different teams such as Marketing, Sales, Design, Infrastructure, Front-end, and Data Science.

  ○ Responsible for creating and maintaining new data engineering projects from scratch, working with high profile e-commerce companies in Brazil and their Latin America branches, focusing on scale, supporting millions of transactions while reducing costs and bringing revenue up with data-driven marketing strategies.

  ○ Improved communication skills by working directly with Business Intelligence and IT teams from client companies, adapting our data collection practices to match their requirements, and building custom tooling as needed.

  ○ Developed data governance tools, providing data lineage and network visualization for all running projects inside the company's cloud infrastructure, reducing the time of maintenance from days to minutes and reducing costs by finding big unused and legacy chunks of data as well as critical points of failure in the data lakes using network analysis algorithms.

EXTRACURRICULAR ACTIVITIES

- **PvP - Piratas do Vale do Pinhal** São Carlos, SP, Brazil
  https://github.com/pirataspinhal *Feb. 2016 - Present*

  ○ An interdisciplinary studies group on computer science, focusing on doing an in-depth exploration of topics beyond those already covered by the university courses, aiming for a more complete and cooperative learning experience.

SKILLS & COMPETENCIES

- **Programming Languages**:

  ○ **Professional Work Experience**: Python, Javascript, Bash, SQL.
  ○ **Personal/Academic Experience**: C, Java, Processing.

- **Tools & Technologies**:

  ○ **Professional Work Experience**: Git workflow, Linux, Google Sheets with Apps Script, Google Cloud Platform (BigQuery, Cloud Functions, Storage, AppEngine, PubSub), Microsoft Azure (Database), Marketing tools (Google Analytics, Google Ads, Facebook Ads), Data Visualization (p5.js, D3.js, Cytoscape, DataStudio, PowerBI), Web Scraping and Crawlers (Puppeteer, Selenium).
  ○ **Personal/Academic Experience**: SQL and NoSQL databases (PostgreSQL, Oracle), build tools (GNU Make, CMake), web technologies (NodeJS), Machine Learning and Data Mining (Weka, Runway).

- **Processes & Methodologies**:

  ○ **Agile**: Spotify Squad Framework, Kanban, SCRUM

- **Languages**:

  ○ **Portuguese**: Native.
  ○ **English**: Professional Work Proficiency.