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## ■ Programming

**Skills:** HTML5, CSS3, SCSS, CSS Frameworks (Bootstrap & Tachyons), Javascript ES2016, Responsive Web Design, Object Orientation, MVC architecture, Ruby on Rails, Ruby gems (Authentication, Authorization, Geocoding, Searching, Payment, Mailing, Background Jobs, etc...), Test Driven Development, Machine Learning, Neural Networks, Clean code using Linters, APIs, Git Versioning Tools (Github, Gitlab), Relational databases (SQLite, PostgreSQL), Heroku

**Languages:** Ruby on Rails, Javascript ES6, C, MATLAB

## Le Wagon Full stack Programming Bootcamp

Sep – Nov 2018

Even though I first coded at 12, my developer career started when I decided to go all in and take Le Wagon's coding bootcamp. Wagon is considered the best bootcamp in Europe, and the program consists of a 9-week intensive every-day immersion in full stack development. During these 2 months, I solved more than 500 programming challenges to master technologies which are being used in the market today.

I had a huge success on the bootcamp and soon I started doing freelancing, developing Rails apps, taking more online courses to keep learning and participating into startup projects.

## Main Projects

**Everything.me** – Rails movie recommendation application develop as a group as Le Wagon's final project. Users rate movies in a fun way and receive movie recommendations based on the movies they rated  
[www.every-thing.me](http://www.every-thing.me) (Desktop only)

**HRD Engenharia Website** – Design & programming for an institutional website. The website has a modern design, Javascript animations, Rails functionalities and is 100% mobile friendly  
[www.hrdengenharia.com.br](http://www.hrdengenharia.com.br) (Mobile friendly)

**BurgerShop** – Rails Online Store simulation for a food delivery app. Users log in and shop for beverages and burgers which are 100% customizable; users can save addresses and track the order delivery in real-time  
[burger-shop-few.herokuapp.com](http://burger-shop-few.herokuapp.com) (Mobile Friendly)

**SpaceWagons** – Rails Browser Game developed in one week during Le Wagon Bootcamp. Wagon asked for a marketplace, but we have players going to galactic expeditions and racing between themselves. And a marketplace.  
[spacewagonsrace.herokuapp.com](http://spacewagonsrace.herokuapp.com) (Desktop only)

For detailed info on these and other projects such as scope, solution description and code snippets, see [felipemsantos.com/projects](http://felipemsantos.com/projects)

## ■ Business and marketing

**Skills:** Marketing & Sales, Sales Funnel, Customer Lifetime Value, Profitability analysis, ROI analysis, Pricing, Market Entry and New Products, Porter's Competitive Forces, Breakeven, Value chain, P&L and Income Statement, Cash Flow Statement, Valuation using DCF and Multiples

## Codon Biotechnologia

Sep 2017 – Jul 2018

Codon is a private company in the healthcare sector specialized in genetics. As a small company related to technology, Codon had a startup environment and as a business analyst, I was able to develop projects in all core sectors:

**Strategy:** Pricing model considering costs, market and willingness to pay. Acquisition analysis and valuation to enter new market segment. New product development;

**Business Intelligence:** P&L and Cash Flow models and monitoring from raw data. Designed sheets that receive simple inputs and generate all important visualizations for strategic decisions; PowerBI;

**Operations:** Streamlined processes and implemented a laboratory management software to integrate and automate all areas;

**Marketing & Sales:** Developed the commercial plan; Implemented Salesforce.

## Business student challenges

### Latin America Bain & Company XI Strategic Challenge

May – Jun 2017

**Regional finals (Minas Gerais):** 1<sup>st</sup> place      **Latin America Finals:** 3<sup>rd</sup> place

This is the biggest business case competition in Latin America. We performed market analysis, pricing using customer behavior and demand elasticity, fleet renewal strategy and acquisition valuation in a real-life based case involving the biggest car rental company in South America, Localiza. Between over 2,000 participants in the initial phase, the team finished in 3<sup>rd</sup> place in the Latin America finals, after presenting to Bain's associates and Localiza's director.

### Constellation Challenge 2017      National finalist

March 2017

Complete investment assessment, using a fundamental perspective, about Grupo Fleury, Brazil's second biggest private healthcare provider. Value chain, demand drivers, Porter 5 Forces and competitive scenario, market research, regulatory environment, financial statement analysis and DCF valuation. The group reached the national finals.

### Hackathon bs2      3<sup>rd</sup> place

Jul 2018

Bs2, former bank Bonsucesso, promoted a Hackathon for us to come up with technological solutions to help the bank's transition to a fully digital operation. My group developed the idea of bs2you, a peer-to-peer lending platform exploring the inclusion of minorities, after a sequence of interviews and surveys that showed how women and black people have a higher difficulty of borrowing money through traditional mechanisms. The 1<sup>st</sup> and 2<sup>nd</sup> place teams were already operating startups, and we got 3<sup>rd</sup> place and best pitch after 30h of knowing each other.

## Education

### Universidade Federal de Minas Gerais (UFMG)

2012 – 2018

Mechanical Engineering bachelor student

### University of New Hampshire (UNH)

Aug 2015 – May 2016

Government sponsored international student in the US

### Colégio Santo Antônio

2005 – 2011

Top 6 High School in Brazil in the official Ministry of Education ENEM Ranking as of 2011

## Competencies and other

### Languages

### Test scores

Native Portuguese	GMAT	710 (90% percentile)
Fluent English	TOEFL iBT	112 (96% percentile)

**Class president** at Colégio Santo Antônio

2007, 2008, 2009, 2010, 2011

**Brazilian Mathematics Olympiad (OBM)**, final stage

2006, 2007, 2008