

+44 7423400868  
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# Bruno Fontana da Silva

## Data Scientist

Portfolio: [github.com/fontanads](https://github.com/fontanads)  
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I am versatile data scientist with a robust blend of industry experience and academic skills. I excel in swiftly adapting and implementing advanced techniques, such as many machine learning algorithms, data analytics and data models, to deliver impactful solutions in dynamic industries like e-commerce and mobile gaming. My approach combines deep technical proficiency in Python and SQL with a commitment to thorough research, clear communication, and effective collaboration, ensuring that complex data not only informs strategic decisions but also drives tangible business outcomes. My career trajectory, from an insightful professor to a results-driven industry expert, equips me with a unique perspective that merges deep technical knowledge with proven leadership in project execution. I have significantly impacted business outcomes of casual mobile gaming at King through personalized in-app purchase analysis, game feature optimization, and the effective orchestration of A/B tests for player engagement and revenue optimization. My expertise also streamlined marketing analytics at a top Brazilian e-commerce company, yielding substantial gains in ad performance and successful stakeholder management. Seeking a senior data science position, I aim to leverage my analytical talent and leadership skills to drive monetization strategies, business growth and strategic plan, personalization and recommender systems solutions.

### SKILLS

<b>Programming</b>	Python (5+ years), SQL (3 years, including BigQuery), MATLAB (11 years prior experience in academia)
<b>Cloud &amp; DevOps</b>	Google Cloud Platform (GCP - proficient, 2 years), Docker (Competent), Kubernetes (Familiar), CI/CD with Drone (Practical experience)
<b>Data Science Tools</b>	Pandas, Numpy, Scipy (daily use for data analysis), Prophet & Statsmodels (for time-series forecasting), Matplotlib, Seaborn, Altair, Streamlit and Looker (for dashboards and visualization)
<b>Machine Learning</b>	TensorFlow & PyTorch (for machine learning & deep learning), Scikit-learn, Kubeflow Pipelines, Vertex AI on GCP, Supervised learning (regression, classification, time-series forecasting), Unsupervised learning (clustering, dimensionality reduction)
<b>Data Engineering</b>	Airflow and Astronomer (regular use for data workflows), Data Catalogs, data modeling and ETL pipeline design, PySpark (for large-scale data processing)
<b>Software Development</b>	Git (3 years), Agile methodologies, Test Driven Development (TDD) with Pytest, Software design patterns, Poetry (for dependency management), Pyenv (for Python version management)
<b>Operating Systems</b>	Linux, MacOS and Windows
<b>IDEs &amp; Editors</b>	VS Code, PyCharm, Anaconda and Jupyter Lab
<b>Soft Skills</b>	Problem solving techniques, Strong project management, Team leadership, Excellent written and verbal communication, Experienced in teaching and mentoring
<b>Languages</b>	English (Full professional proficiency), Brazilian Portuguese (Native speaker), French (Elementary proficiency)

### WORK EXPERIENCE

<b>Data Scientist</b>	<b>08-2022 — Present</b>
<i>King (previously Activision/Bizzard, now part of Microsoft Xbox Games)</i>	<i>London - United Kingdom</i>
<ul style="list-style-type: none"><li>Collaborated with cross-functional teams, including the in-app purchases team, to design and execute tests, enhancing the understanding of user preferences regarding pricing options for virtual products in “Candy Crush Saga” (CCS).</li><li>Developed a collaborative filtering recommender system to personalize product placements based on historical purchase data (implicit feedback), impacting user engagement, product discovery and revenue potential in CCS.</li><li>Played a key role in designing A/B testing specifications and custom tracking events for client apps, enabling the rigorous evaluation of new game features and directly influencing game development decisions in “Bubble Witch 3 Saga” (BW3S).</li><li>Led data-driven analysis across BW3S and CCS game teams, crafting and delivering key reports on metrics such as daily active users, gross revenue, ad revenue, daily paying users, and player interaction to stakeholders.</li><li>Provided several big data analysis using SQL (GCS Big Query) and Python to track app events, which involved evaluating completion rates and engaging players with new game features and events.</li><li>Authored Python-based data analytics tools, encompassing data visualization, ETL processes, feature simulation, and forecasting, to support business performance and product analytics functions (e.g. game feature simulation improvements, uplift forecasting panels, model error dashboard analysis and MDE calculator).</li><li>Enhanced software development practices by integrating continuous integration, rigorous unit testing with Pytest, thorough code reviews, and robust version control practices maintaining high-quality code standards.</li></ul>	
<b>Data Scientist / Marketing Analytics</b>	<b>08-2021 — 07-2022</b>
<i>Magazine Luiza (one of the largest retailers in Brazil)</i>	<i>São Paulo, SP - Brazil</i>
<ul style="list-style-type: none"><li>Automated the maintenance and provided intraday insights for smart shopping campaigns via the Google Ads API, delivering critical business intelligence to the Marketing team and supporting real-time evaluation of marketing metrics.</li><li>Designed and deployed rule-based models to streamline shopping campaign performance by assessing product viability through historical ad spend and ROI data, successfully reducing ad waste and optimizing cash margin.</li></ul>	

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- Conducted a comprehensive analysis of seller performance within the marketplace to determine regional conversion rates, revealing a correlation between conversion rates and customer proximity. This insight led to initiatives of strategic limitation of ad impressions for small sellers aiming for boosting investment efficiency, overall conversion rates, and local delivery performance.
- Played a pivotal role in the Advanced Analytics team, leveraging data to enhance operations across logistics, supply chain, and marketing.
- Expertly manipulated large datasets using Airflow, PySpark and maintained sophisticated SQL queries with BigQuery, enhancing data processing and operational efficiency.
- Fostered a collaborative environment through continuous engagement with the Data Engineering team, significantly improving the deployment process and performance of analytics products.
- Maintained high code quality and traceability using Gitlab for version control.
- Delivered actionable insights and strategic reports to executive leadership and operational stakeholders, driving data-centric decisions and advancing the progress of key analytical initiatives.

### Data Science Instructor

Ultima School

03-2022 — 06-2022

São Paulo, SP - Brazil

- I have developed instructional material (videos and tutorials) for basic Python programming, Python development interfaces (such as Jupyter Notebooks, VS Code and Google Colab) and basic statistics for data science beginners.
- I recorded live webinars with students using a code-along approach to demonstrate all the basic tools of Python programming and basic concepts of statistics.
- I have written the Data Processing module material with 4 chapters focusing on all the basic tools of the pandas library. My material contains practical examples and exercises using an open dataset of Brazilian E-commerce from Olist, available in Kaggle. I also recorded webinars with the students solving exercises and showing how to use pandas operations and table manipulation.

### Assistant Professor

Instituto Federal Sul-rio-grandense (IFSul)

03-2017 — 08-2021

Sapiranga, RS - Brazil

- Lectured on a diverse range of technical courses, significantly contributing to the education of future professionals in Electromechanics, Electro-electronics, and Electrotechnics.
- Produced and disseminated educational content, amassing substantial views on the institution's YouTube page, enhancing the program's visibility and student engagement.
- Mentored and advised students in executing high-caliber research projects, leading to successful project conclusions and presentations. Notable projects included developing a photovoltaic panel-powered USB charger, creating a machine learning algorithm to detect depression symptoms in Twitter users, and implementing a facial detection system for mask usage during the COVID-19 pandemic.
- Successfully managed project timelines, resources, and student assignments, ensuring projects were delivered on time and with high quality, fostering an environment of excellence and innovation.
- Coordinated a student music group and produced video training materials on G-Suite tools, demonstrating strong leadership and project management skills beyond the classroom.
- Actively participated in and contributed to internal events and committees, showcasing commitment to institutional service and community engagement, and strengthening interdisciplinary collaboration.
- Collaborated with scientific research and paper publications while co-advising master students of other institutions in research projects.

## EDUCATION

<b>Doctorate in Electrical Engineering</b> , Federal University of Santa Catarina (UFSC)	12/2019
<b>Master of Science in Electrical Engineering</b> , Federal University of Santa Catarina (UFSC)	09/2015
<b>Bachelor of Electrical Engineering</b> , Federal University of Santa Maria (UFSM)	02/2013

## COURSES AND SPECIALIZATION

Practical SQL Bootcamp for Data Analysts and Data Scientists (Udemy) Credential ID: UC-97e47861-1a36-4c29-a230-cfb73e412551	Aug 2021
Applied Data Science Bootcamp (Alura Bootcamps) Credential ID a6ec0a14-83a6-4913-bc6e-7b3791cab646	Mar 2021
Natural Language Processing Specialization (DeepLearning.AI @Coursera) Credential ID MB4NQGQPTBCF	Oct 2020

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PyTorch for Deep Learning with Python Bootcamp (Pierian Data Inc. @Udemy)  
Credential ID UC-440e0bc2-146d-48ca-8792-186c50bc30ec

Aug 2020

Deep Learning Specialization (DeepLearning.AI @Coursera)  
Credential ID SB9G4FPJMS8U

Jun 2019

### INTERNSHIPS AND EXCHANGES

Sandwich Doctorate at Conservatoire National des Arts et Métiers (@Cedric Lab.)  
Paris, France

2018-2019 (5 months)

Academic Mobility at Universidad de Chile (@Postgrado Ingeniería Eléctrica)  
Santiago, Chile

2016 (4 weeks)

Engineering Internship at Fraunhofer IZM (@System Design & Integration)  
Berlin, Germany

2012 (12 months)

### PUBLICATIONS

- Silva, B. F. d., Le Ruyet, D., & Uchôa-Filho, B. F. (2020). Threshold-Based Edge Selection MPA for SCMA. *IEEE Transactions on Vehicular Technology*, 69(3), 2957–2966. doi:[10.1109/TVT.2020.2966333](https://doi.org/10.1109/TVT.2020.2966333)
- Bertineti, D. P., Canha, L. N., Medeiros, A. P., de Azevedo, R. M., & da Silva, B. F. (2019, September). Heuristic Scheduling Algorithm for Load Shift DSM Strategy in Smart Grids and IoT Scenarios. In *2019 IEEE PES ISGT Latin America* (pp. 1–6). doi:[10.1109/ISGT-LA.2019.8895488](https://doi.org/10.1109/ISGT-LA.2019.8895488)
- da Silva, B. F. (2019, December). *Strategies for multistage design of Sparse Code Multiple Access systems* (Doctoral dissertation, Universidade Federal de Santa Catarina (UFSC), Florianópolis, Brazil). Retrieved August 11, 2020, from <http://tede.ufsc.br/teses/PEEL1927-T.pdf>
- Fontana da Silva, B., Silva, D., Uchôa-Filho, B. F., & Le Ruyet, D. (2019). A Multistage Method for SCMA Codebook Design Based on MDS Codes. *IEEE Wireless Communications Letters*, 8(6), 1524–1527. doi:[10.1109/LWC.2019.2925801](https://doi.org/10.1109/LWC.2019.2925801)