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Bruno Fontana da Silva

Data Scientist

Portfolio: github.com/fontanads
linkedin.com/in/fontanads

I am passionate about technology, data, mathematics and statistics. I am also enthusiastic about teaching and learning. Furthermore, I consider myself a researcher above all. My training in graduate school involved deep understating of mathematical models, stochastic processes, digital signal processing and algorithms for numerical simulation. I am always actively looking for more specialization, and I am driven by a constant desire for learning. I have experience with video-game industry, virtual economies, retail industry, e-commerce and digital marketing concepts. Currently, I work for King (a company part of Activision Blizzard), one of the biggest companies in the mobile game industry. At King, I worked in several fronts executing tasks such as: daily analytics reports for stakeholders of multiple games, planning and analysis of the outcomes of randomized controlled trials (A/B tests), event tracking design for the client app, software development of data science tools for forecasting and player feature simulation.

I have also worked previously with Marketing Analytics for the biggest Brazilian marketplace retail company, providing automation of processes based on data analytics in order to improve the company's performance on shopping ads. In my early career I've also worked many as professor and teacher for multiple audiences of introductory engineering and physics courses.

I am looking for a position where I can stand out as both a specialist and a team leader, as well as to take a more central role in the data-driven decisions for the business.

SKILLS

Tools and Languages Skills	Python, SQL, MATLAB, Git, Cloud (GCP), PyCharm, VS Code, \LaTeX , Linux, Windows, MacOS Software Development, Numerical and Monte Carlo Simulation, Machine Learning, Deep Learning, Data Science, Statistics, Stochastic Processes, Natural Language Processing, Randomized Controlled Trials (A/B Tests), Test Driven Development (TDD)
Frameworks and Pkgs.	Big Query, Poetry, Pyenv, Pytest, Docker, Kubernetes, PySpark, Airflow, Tensorflow, PyTorch, Data Studio, Looker, Gitlab, Scikit-learn, Pandas, Numpy, Matplotlib, Altair, Seaborn, Scipy, Prophet, Statsmodels, Google Ads API
Communication	English (full professional proficiency), Brazilian Portuguese (native speaker), French (beginner)

WORK EXPERIENCE

Data Scientist <i>King</i>	08-2022 — Present <i>London - United Kingdom</i>
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- I have worked in two different game teams: business performance unit of "Bubble Witch 3 Saga" (BW3S) and Product Analytics of "Candy Crush Saga" (CCS). In both games I wrote and presented several reports for the stakeholders assessing metrics such as daily active users, gross revenue, ads revenue, daily paying users and game-rounds played by players. I have explored thoroughly very large datasets (big data) using SQL (in GCS Big Query) and Python in order to track app events and evaluate completion rates and players engagement in game features and events. I have written Python code for data products in analytics with multiple purposes (data visualization, ETL, feature simulation, forecasting, etc.). Not only that, but I've also helped in the design of A/B test experiments and custom tracking events of client apps to evaluate new game features developed by game devs in BW3S. At King, I have also developed and improved several skills in software development, such continuous integration, unit testing, code review, version control, etc.

Data Scientist / Marketing Analytics <i>Magazine Luiza</i>	08-2021 — 07-2022 <i>São Paulo, SP - Brazil</i>
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- In the Advanced Analytics team we used data of our marketplace for planning and optimization of several operations such as logistics, supply chain, marketing, recommendation systems and so on. I coded in Python, using PySpark for big data processing, and used SQL with BigQuery on a daily basis. We had constant communication with the data engineering team to optimize deployment and data processing of our products. Our codes were versioned in Gitlab. I presented insights and reports weekly to directors, managers and operational stakeholders in order to update the development of our team tasks.
- I have programmed automatic maintenance and intraday report insights of smart shopping campaigns with Google Ads API. The data provides business insights to our Marketing team and reliable real-time information for marketing metrics evaluation.
- I have deployed rule-based models to optimize shopping campaign performance. My code evaluates a large amount of products considering historic adcost and ROI performance, and identifies low performance products that drags cash margin down. The identified products are automatically removed from paid shopping ads during a limited amount of time.
- I have analysed sellers performance on the marketplace in order to calculate their regional conversion rates. I have segmented sellers according to their states and identified a direct relation between conversion rate and distance-to-client. Using this information, we have limited ad impressions of small sellers to be shown only in a certain local radius, aiming to optimize investment and increase overall conversion rate and local delivery rates.

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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.

Assitant Professor

Instituto Federal Sul-rio-grandense (IFSul)

03-2017 – 08-2021

Sapiranga, RS - Brazil

- I taught several courses for technicians on Electromechanics, Electro-electronics and Electrotechnics. Some educational content produced by me can be found in the institutional YouTube page.
- Besides teaching activities, I have advised students on some research projects: a USB charger powered by a photovoltaic panel, using a DC/DC buck converter; a machine learning algorithm to identify Twitter users with depression symptoms; a face detector that identifies the use of masks in the context of COVID-19.
- Other activities include coordination of a music group, production of video-training on G-Suite tools and collaboration on internal events and committees.

EDUCATION

Doctorate in Electrical Engineering , Federal University of Santa Catarina (UFSC)	12/2019
Master of Science in Electrical Engineering , Federal University of Santa Catarina (UFSC)	09/2015
Bachelor of Electrical Engineering , 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 MB4NQQTBCF	Oct 2020
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>

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- 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