GABRIEL U. DE FREITAS

Brazilian, 23 years old | Florianópolis, Brazil | +55 (48) 99981-6917 | gabrielfreitas2002@gmail.com | linkedin.com/in/gabrielufreitas/

Professional Summary

Analytical and result-oriented professional with experience in Mergers & Acquisitions (M&A), market intelligence in the financial sector, and B2B commercial analysis. Strongly skilled in data analysis, modeling, and visualization, as well as identifying trends and behavior patterns, process automation, and results-oriented data storytelling. Passionate about transforming large volumes of information into actionable insights, translating complexity into clarity by combining quantitative reasoning and business vision! Recognized by peers for intellectual curiosity, clear communication, and collaboration with multidisciplinary teams in dynamic and challenging environments.

Core Skills

- Advanced Excel (complex formulas, XLOOKUP, dashboards, Power Query, Power Pivot, pivot tables, VBA)
- Advanced Power BI (data modeling, ETL, Power Query - M, DAX, visualization)
- Intermediate SQL (aggregations, filters, JOINs, subqueries, CTE, CASE expressions, window functions)
- Basic Python (NumPy, Matplotlib, and Pandas), APIs, Tableau e Looker Studio
- Experience with Agile methodologies (Scrum, Kanban), project management (Jira, Notion), automation, and continuous improvement
- Solid knowledge of management tools, finance, financial modeling, M&A, and applied statistics
- Team player with strong interpersonal skills, emotional intelligence, and openness to feedback
- Intellectual humility, analytical curiosity, and fast learning with autonomy and attention to detail
- Problem-solving focused on results, systemic thinking, and data-driven decision-making

Professional Experience

Career Break – Backpacking   *Mar 2025 – Aug 2025*

M&A Analyst – Stark Investment Banking (Florianópolis, Brazil)   *Apr 2024 – Feb 2025*
- Worked on 10+ sell-side M&A mandates totaling R$650M, with clients in the technology, SaaS, logistics, education, healthcare, industry, and outsourcing sectors
- Conducted presentations for clients, investors, and market agents, including strategic meetings and materials
- Built financial models and analyses in Excel under complex and dynamic scenarios
- Prepared industry studies and market intelligence materials, identified targets, built long lists, and structured investment theses, as well as developed materials such as teasers, pitch decks, and information memorandums
- Collaborated in due diligence processes and in negotiations of contractual clauses

Sales Intern – Stark Investment Banking (Florianópolis, Brazil)   *Abr 2024 – Aug 2024*
- Managed the sales database (CRM – Ploomes), generated actionable insights, defined outbound and ABM prospecting strategies, ran A/B tests in email marketing campaigns, and negotiated with clients
- Developed analytical dashboards in Power BI and Looker Studio to enable data-driven decision-making, as well as created, tracked, and reported sales funnel KPIs (qualified leads, pipeline value, conversion rates, closing rates, sales cycle length, average ticket, MRR, churn rate, etc.)
- Conducted training sessions for Stark's commercial team and its affiliated Offices, fostering analytical autonomy and a data-driven mindset

Investment Banking Summer Job – Stark Investment Banking (Florianópolis, Brazil)   *Jan 2024 – Mar 2024*
- Selected for Stark's intensive investment banking program and invited to join the M&A team based on performance

Equity Research Analyst – Clube de Finanças UDESC & UFSC   *Aug 2022 – Jan 2023*
- Conducted fundamental analysis of companies and sectors and developed financial models in Excel
- Produced reports and presentations with strategic insights for investment and capital allocation decisions

Risk & Derivatives Analyst – Clube de Finanças UDESC & UFSC   *Jun 2021 – Jul 2022*
- Applied risk analysis and management tools (VaR, Expected Shortfall, Stress Testing) using Python modeling (Monte Carlo simulation, Markowitz Efficient Frontier, yield curve plotting, etc.)
- Published a paper on the FX coupon futures market

Trainee – Clube de Finanças UDESC & UFSC (Florianópolis, Brazil)   *Mar 2021 – Jun 2021*
- Developed presentations for the Macro & Fixed Income, Risk & Derivatives, and Equity Research divisions, including asset analysis, Python programming, and Excel modeling for projections, valuation, and scenario analysis

Education

- **Bachelor's Degree in Business Administration** – ESAG, UDESC (Florianópolis, Brazil) – Expected graduation: 2026
- **Colégio Catarinense**
  Co-founded and joined as a volunteer tutor in the External Tutoring Project, assisting public school students (EEB Pres. Roosevelt) in Physics, Chemistry, and especially Mathematics

Certificates

• Exploratory Data Analysis in SQL (DataCamp)	*Nov 2025*
• Case Study: Analyzing Job Market Data in Power BI (DataCamp)	*Nov 2025*
• Case Study: Analyzing Customer Churn in Power BI (DataCamp)	*Out 2025*
• Intermediate Python (DataCamp)	*Out 2025*
• Data Manipulation in SQL (DataCamp)	*Set 2025*
• Data Visualization in Power BI (DataCamp)	*Set 2025*
• DAX in Power BI (DataCamp)	*Set 2025*
• Joining Data in SQL (DataCamp)	*Ago 2025*
• Intermediate SQL (DataCamp)	*Ago 2025*
• G4 Sales Acceleration (G4 Educação)	*Jun 2024*
• Communication and Public Speaking (Escola Conquer)	*Mai 2023*

Languages

Portuguese: native | **English**: fluent | **Spanish**: basic | **Italian**: basic