

HELIO DE ARAUJO RIBEIRO – FULL STACK DEV & DATA ANALYST

[in LinkedIn](#) | [+34 613 048 716](#) | helioribeiro.github.io | helioribeiropro@gmail.com | [GitHub](#)

Skills & Keywords

- Python | R | PowerBI | Tableau | Apache Spark | Docker | Airflow | DBT | Databricks | SQL | GCP | ETL / ELT | Dashboards | Excel | VBA
- TypeScript & JavaScript | React | Next | Node | Express | Redux | REST API | MongoDB | MySQL | PostgreSQL
- Full Stack | Software Engineer | Data Analyst | Consulting | Statistics | English, Spanish, Portuguese – *All fluent or native level.*

Experience

SW Consultant

Self-Employed

Jun 2020 - Present

- Developed for more than **800 hours** with tools like **Python, R, Machine Learning, Power BI, Spark, Azure** and **GCP**.
- **Developed more than 20 Data Science projects** and analysis with ML for HR, Finance, Health, Logistics, and other departments.
- **Built online portfolio with projects** showcasing skills on broadly used technology for SW and data, such as ML and React Framework.

SDR - USA

Frenetic

Madrid, ES Aug 2022 – Dec 2022

- Integrated sales team that took the company **from 360k ARR to 1.2MM ARR (USD)**.
- Improved HubSpot workflows and sequences to **save the team's time up to 2 hours per week**.

Sales Executive

Tech4Access

Valencia, ES Jan 2022 – Jun 2022

- **Reported directly to CCO (Chief Commercial Officer):** Developed sales strategies within the Brazilian market for digital accessibility.
- **Influenced 1 primary state's technology secretary** with accessibility SaaS, addressed technical challenges, and advised change.
- Averaged **5 new business meetings weekly** over the phone and LinkedIn while negotiating current proposals.

International Account Manager

EDICOM

Sao Paulo, BR Jan 2021 – Jan 2022

- Designed and published **Power BI** dashboard, **saving the Country Manager 6 hours per week** and **improving reports presentation time by over 500%**, along with better visuals and data insights.
- Published dashboard and **saved roughly 2k USD per week** on time, plus allowed better decision-making.
- **Sold projects for complex, 3-8 months lifecycle SaaS** over the Americas, especially in Brazil, the USA, and Argentina.
- Closed deals about 40k USD on average.

Electrical Engineering, Intern

AGCO

Sao Paulo, BR Jan 2018 – Jan 2020

- Developed mathematical modeling for project design and eliminated electrical testing on machines due to the accuracy, **saving 2-3 weeks and over 30k USD per project**.

Education

MBA, Marketing

ESPM

Sao Paulo, BR Feb 2022 – Dec 2023

- Learned professional management of people and business with a **data-driven approach** backed up by cases and articles.
- Special emphasis on customer behavior and experience within a company's services and products.

BS, Electrical Engineering

UMC

Mogi das Cruzes, BR Feb 2014 – Jun 2021

- Learned **C++** and **Python** for signal processing and mathematics tools such as statistics, Fourier, and Laplace.
- Developed final **IOT project on Arduino** for automatic light dimming based on current environment brightness.

Others

- **Certificate:** [Business Analytics: How to generate value with data](#). Jan 2023
- **Certificate of English Language Proficiency C2:** The [highest-level English proficiency certificate](#). Jul 2021
- **Certificate:** [Microsoft Power BI for Data Science](#), including DAX, PowerQuery, M, Python, R, SQL and Schemas. Feb 2021
- **Podcast Guest:** [Invited to Data Science Academy Podcast for interview](#) (In Portuguese). Jan 2021
- **Certificate:** [Big Data Analytics with R and Microsoft Azure Machine Learning](#). Sep 2020
- **Certificate:** [Probability and Statistics for Business and Data Science](#). Aug 2020
- **Certificate:** [Python for Data Analysis](#), including Data-Stream over Twitter Dev API. Jul 2020
- **Military Honor Award (Brazil):** Won prize for excellence in service in the military. Nov 2014
- **Engineering Calculus Tutor (Brazil):** Mentored students in applied mathematics. Feb 2014 – Jun 2014
- **High School Physics Tutor (Brazil):** Mentored students in physics subjects. Feb 2012 – Nov 2012