HELIO DE ARAUJO RIBEIRO – DATA ANALYST

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Skills

- Python | R | C++ | PowerBI | Apache Spark | Docker | Machine Learning | SQL | Hadoop | PostgreSQL | MongoDB | HTML | CSS | Git
- Azure | GCP | BigQuery | Dashboard Development | RPA | Kafka | OOP | Excel | VBA | ETL | BigData | Business Intelligence | Tableau
- Data Science | Data Analysis | Data Products | Consulting | Statistics | HubSpot | English, Portuguese, Spanish – *All fluent or native level.*

Experience

Data Consultant   <u>Self-Employed</u>   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 broadly used technology for data, such as Google Cloud and Apache Spark.

SDR - USA   <u>Frenetic</u>   *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   <u>Tech4Access</u>   *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   <u>EDICOM</u>   *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   <u>AGCO</u>   *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   <u>ESPM</u>   *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   <u>UMC</u>   *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**