

# HELIO DE ARAUJO RIBEIRO – DATA SCIENTIST

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## Skills

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- 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

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**Data Scientist** Data Science Academy Jun 2020 - Present

- Learned to generate business value through data using technologies like **Python, R** and libraries, **Machine Learning, Azure** and **GCP**.
- Focused on business consulting, how to use data to gather insights and best practices.
- [Built online portfolio with 4 projects](#) showcasing broadly used technology for data, such as Google Cloud and Apache Spark.

**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 Mogi das Cruzes, 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

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**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

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- **Certificate of English Language Proficiency C2**: The [highest-level English proficiency certificate](#). Jul 2021
- **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