

## Contato

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## Principais competências

Capacidade analítica  
Análise de cenários  
Técnicas analíticas

## Languages

Inglês (Full Professional)  
Italiano (Limited Working)  
Espanhol (Limited Working)  
Portuguese (Native or Bilingual)

## Certifications

Microsoft Access 2016 Master Class:  
Beginner to Advanced  
Coursera Mentor Community and  
Training Course  
Achieving Advanced Insights with  
BigQuery  
Power Query, Power Pivot & DAX  
Power BI Desktop

# Gabriela Bonelle

Sr BIE Manager at Amazon  
São Paulo, São Paulo, Brasil

## Resumo

- 15 years of experience in BI/Data Analysis.
- Technical Knowledge includes: SQL, ETL, Oracle, AWS Environment, Table Design, PowerBI, DataStudio, Quicksight, BigQuery, GA, Omniture, Python. Learning JS and R.
- Fast-learner and problems solving.
- Interpretative and critical thinking.
- Dynamic, proactive, results-driven and data-minded professional
- Ability to turn input into decision and to drive innovative solutions.

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## Experiência

### Amazon

6 anos 9 meses

#### Sr. BIE Manager - Payments LatAm

outubro de 2023 - Present (2 anos 1 mês)  
São Paulo, Brasil

#### Sr. BIE Manager - Retail Latam

janeiro de 2023 - outubro de 2023 (10 meses)  
São Paulo, Brasil

#### Leads & BI Manager

junho de 2021 - maio de 2023 (2 anos)  
São Paulo, Brazil

#### Lead Manager

janeiro de 2020 - junho de 2021 (1 ano 6 meses)  
São Paulo, São Paulo

#### Vendor Manager - Brand Specialist

fevereiro de 2019 - janeiro de 2020 (1 ano)  
São Paulo Area, Brazil

#### The Telegraph

Audience Intelligence Coordinator

dezembro de 2017 - dezembro de 2018 (1 ano 1 mês)

London, Greater London, United Kingdom

- Master the data flow and insights of the Subscriptions's Market and Retention Program;
- Dashboards development, Retention Curves, help develop Statistical Models to insure a good decision making process;
- Lead the team to develop new strategies for Retention and business model and new KPI's that make sure the alignment with the business propositions and goals.

#### ACHIEVEMENTS

- o All KPI's review and creation of Retention KPI's
- o Retention Dashboard Development
- o 2p.p Retention increase, 3p.p. Churn decrease and 5p.p Winback increase.

Cheil London

Senior Strategic Channel Analyst

agosto de 2017 - novembro de 2017 (4 meses)

London, United Kingdom

- Develop Data-Driven Marketing Business Proposals with a 360o approach;
- Own the Adobe Analytics/Marketing Cloud to better Data integration and reliability;
- Client: Samsung.

#### ACHIEVEMENTS

- o Review of the Product Taxonomy (+30K)
- o KPI Framework Web Analytics development.

Walmart eCommerce Brasil (Walmart.com)

Senior Business Development Analyst

março de 2016 - junho de 2017 (1 ano 4 meses)

São Paulo e Região, Brasil

- Design of data and information flow throughout the Marketplace and Services project lifecycle, as well as development of management reports for all teams in the organization chain.
- Lead the Construction and implementation of the management model for continuous improvement, management of projects involving several teams and analysis of KPI's to support the progress of strategic goals (PDCA).

- Manage the team over the financial efficiency of the business by generating the knowledge needed for more assertive decision-making, as well as action plan follow-ups.

#### ACHIEVEMENTS

- o Increase in NPS from 64% to 87% in 5 months.
- o Break-even reached 5 months before expected.
- o Rescued more than 2 million in PDD.
- o Team regain trust in data.

#### SKY Brasil (an AT&T's Corporation)

1 ano 11 meses

##### Senior Market Intelligence Analyst

setembro de 2014 - fevereiro de 2016 (1 ano 6 meses)

São Paulo e Região, Brasil

- Integrated strategic analysis benchmarking automation, churn-rate, market share, industry, macro economy and customer profitability results presentations to Director's Board.

#### ACHIEVEMENTS

- o Lead all the analysis and presentations for M&A process (AT&T).
- o Structure of all internal and external data.
- o Transformed the decision-making process from a passive to an active perspective with projections.
- o Development of demand and offer curves.

##### Senior E-Commerce Analyst - Temporary

abril de 2014 - setembro de 2014 (6 meses)

São Paulo e Região, Brasil

- Digital Planning; relationship with agencies, other stakeholders and internal departments; e-commerce platform management.
- Campaign approval as well as control of budget and media investment.
- Strategic analysis – audience evolve vs. financial return.

#### ACHIEVEMENTS

- o Active participation in the layout project "Assine SKY" (Subscription site), presenting a new way to buy Pay TV.
- o Responsible for the development of the Heat Map Platform (real time).
- o New online platform for commercial partners to improve relationship and brand control.

- o Annual Sales goal reached in September and record monthly sales on May.

#### Burson-Marsteller

##### Senior Digital Analyst - Temporary

fevereiro de 2013 - julho de 2013 (6 meses)

São Paulo e Região, Brasil

- Account executive: HSBC, Inelare and Ford.
- Strategic planning, managing social media and Facebook ads.
- Relationship with online influencers.

#### ACHIEVEMENTS

- o Boosted fans engagement beyond expectations and promoted unpaid publishing of HSBC's research release.
- o Sabre Awards for the campaign "Ford EcoSport Parade".

#### Virgula S/A

##### Projects Coordinator

janeiro de 2012 - setembro de 2012 (9 meses)

São Paulo e Região, Brasil

- Responsible for developing and implementing advertisers' projects.
- Responsible for campaign follow-ups and relationships with agencies, advertisers, suppliers and partners.

#### ACHIEVEMENTS

- o Virgula Festivals: managed the profitable media coverage of all festivals of 2012 through Ambev's sponsorship.

#### MTV Brasil

##### Online Strategy Analyst

junho de 2011 - dezembro de 2011 (7 meses)

São Paulo e Região, Brasil

- Strategic analysis – audience evolve vs. campaign results vs. financial return.
- Responsible for campaign follow-ups and relationships with agencies, advertisers and partners.
- Creation of new media formats and development of the commercialization model.
- Experienced team management while leading projects of product development.

#### ACHIEVEMENTS

- o All commercials goals reached from Aug/2011 on.
- o Campaign's ROI Optimization – 100% inventory occupation in November and December/2011
- o Projects: VMB (VMA), MTV Summer, VJ Finder and Olympics.

## Editora Abril

### Internship

janeiro de 2009 - agosto de 2010 (1 ano 8 meses)

São Paulo e Região, Brasil

- Part of the MdeMulher website team, involved in analysis, event planning and relationships with the market: agencies, advertisers and partners.

## ACHIEVEMENTS

- o Help with the business plan to launch a new magazine (Máxima) and with the review of the brand communication.
- o MdeMulher reached the leadership in its category (100 million page views) and started profiting two years sooner than predicted.

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## Formação acadêmica

### Goldsmiths, University of London

Bachelor's degree, Ciência da Computação · (abril de 2023 - janeiro de 2025)

### Fundação Getulio Vargas

Master's degree, Business Economics, Business Economics · (2014 - 2015)

### Fundação Getulio Vargas

PEC, Digital Media Planning, Digital Media Planning · (2012 - 2012)

### Universidade Presbiteriana Mackenzie

Advertising & Marketing, Marketing · (2007 - 2010)