

Hugo de Oliveira Mariano

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SUMMARY

Bilingual professional (Portuguese and English), with a bachelor's degree in electrical engineering and 2 years of experience in an advertising agency (ads, data analysis and automation).

Dedicated and proactive professional, with solid experience in marketing data analysis, technical support and engineering. Ability to leverage technology to enhance the customer experience and drive product adoption. Ability to build strong relationships, understand customer needs and ensure their success. Experience with programming, dashboard creation, automatic data acquisition, system feeding and reporting. Successfully maintaining superior customer relationships and providing exceptional service and support to meet and exceed expectations and requirements.

EDUCATION

- **Bachelor of Digital Marketing (NFQ Level 7)** | Estacio - Brazil | 2022 – 2023
- **Bachelor Degree in Electrical Engineer (NFQ Level 7)** | UFTM - Brazil | 2016 – 2020

Further Education & Certificates

- Cambridge Certificate of Advanced English (C1) | Full professional proficiency
- Data Warehouse & API use
- Python Data Analysis
- Systems Analysis and Development

CAREER BACKGROUND

Barista – Dublin and Galway, Ireland | November 2023 – Present

- Serving coffee and preparing meals
- Managing cash flow
- Managing stores and yards
- Keeping supplies in stock, checking stock levels
- Taking orders, recording and managing inventory
- Overseeing pricing
- Interacting with customers. Answering customer questions
- Dealing with staff issues regarding vacations and working hours

Martech – Marketing Data Analyst at Ideatore – São Paulo, Brazil | September 2021 – October 2023

- Developed customized reports to assess marketing strategy performance with accuracy.
- Extensively utilized Excel (pivot tables, Macros) for efficient data analysis.
- Automated PowerPoint report generation using Python routines.
- Implemented report automation using Google Data Studio, Microsoft Power Automate, and Zapier, streamlining workflows and increasing operational efficiency.
- Leveraged BI tools (Power BI, Looker) to extract strategic insights and support decision-making.
- Delivered technical support via phone and ticketing system for security awareness and anti-phishing software issues.
- Created comprehensive documentation, knowledge base articles, and FAQs to enhance team efficiency.
- Conducted training sessions and provided one-on-one support on new systems and tools.
- Supported the creation and management of programmatic media and paid ad campaigns across Google Ads, Meta Ads, and LinkedIn Ads.

Electrical Engineer (Self-employed) - São Paulo, Brazil | January 2019 - September 2021

Freelancer as Python Programmer at XMenu

- Provided technical assistance via phone and tickets, resolving customer issues professionally related to spam filtering, DNS filtering, security awareness training (SAT), and anti-phishing software.
- Created documentation, knowledge base articles, and FAQs to enhance team responses.
- Conducted training sessions and one-on-one guidance on new systems and software, ensuring customers effectively utilized the products.
- Identified and resolved issues proactively, mitigating risks and ensuring high customer satisfaction and retention.

Sales and Solar Panels Project Design

- We have developed a method with which you can see the best price for suppliers and compare them. Furthermore, Python, Excel and Power BI were used to make this project happen.

Electrical Projects Designer

- 2D and 3D design projects for low and medium voltage routing.
- Developed my soft skills to have a more technical perspective and to manage tasks with tight deadlines, requiring agile work technologies.
- Identify and resolve issues, with a proactive approach to mitigating risks.
- Modeling of project components (electrical, plumbing, HVAC, and architectural) to compose the multidisciplinary environment required for 3D modeling and BIM coordination.
- Analysis of key performance indicators (KPIs) for financial management, invoice processing, vendor scorecards, and work order management.
- Performing initial cost estimates for required services, products, or materials, developing price lists and bid proposals, and reviewing or analyzing the technical aspects of a project.

GENERAL SKILLS & INTERESTS

Languages Skills: Portuguese: Native | English: Advanced | Italian: Intermediate

Computer Skills

- Data Analysis Tools: Microsoft Excel (advanced, including PivotTables and Macros), Google Sheets
- Business Intelligence Platforms: Power BI, Looker, Google Data Studio
- Automation Tools: Microsoft Power Automate, Zapier
- Programming Languages: Python (automation, data processing, report generation)
- Marketing Tools: Marketo, HubSpot, Mailchimp, Sprinklr, Octoboard, Google Ads, Meta Ads, LinkedIn Ads
- Project & Design Software: AutoCAD (2D/3D), BIM software (for multidisciplinary modeling)
- Support & Ticketing: Helpdesk platforms for technical support and ticket resolution
- Office Suite: Microsoft PowerPoint, Word, and Office 365 tools

Technical Skills

- Report automation and dashboard creation
- SEO analysis and digital marketing strategy
- Electrical project design (low and medium voltage)
- Solar panel system planning and pricing optimization
- Technical documentation and knowledge base creation
- KPI tracking and performance analysis
- Cost estimation and proposal development
- Multidisciplinary modeling for MEP and architectural coordination
- Inventory management and retail operations oversight

Soft Skills

- Strong analytical and problem-solving abilities
- Excellent verbal and written communication (customer and team interactions)
- Proactive approach to troubleshooting and issue resolution
- Training and mentoring of team members and clients
- Adaptability across industries and international settings

- Time management and multitasking under tight deadlines
- Collaboration and cross-functional teamwork
- Customer service excellence in fast-paced environments
- Attention to detail and organizational skills
- Analysis of key performance indicators (KPIs) for financial management, invoice processing, vendor scorecards, and work order management.
- Performing initial cost estimates for required services, products, or materials, developing price lists and bid proposals, and reviewing or analyzing the technical aspects of a project.

Interests: Travelling, smart home automations, videogames, cooking, studying and graphic design.

References Upon Request