

Júlia Maria Bezerra

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WORK EXPERIENCE

CITi - UFPE

Recife, PE

Head of Innovation

01/2025 - 06/2025

- Defined and executed innovation roadmaps, coordinating multidisciplinary teams to deliver strategic projects aligned with business objectives.
- Fostered a data-driven culture by presenting comprehensive analyses and proposing solutions to various business units, directly impacting decision-making processes.
- Led strategic initiatives focused on innovation and organizational growth, contributing to the successful implementation of new solutions.

CITi - UFPE

Location

Analytics Engineer

06/2024 - 01/2025

- Developed strategic dashboards using Power BI, providing actionable business insights that supported data-driven decisions.
- Manipulated and prepared large datasets utilizing Python (Pandas, NumPy, Matplotlib, Plotly) and SQL for robust analysis and reporting.
- Performed statistical analyses and basic modeling, including linear/logistic regression and clustering, to uncover key trends and patterns.
- Automated reports and defined Key Performance Indicators (KPIs) in collaboration with business units, improving reporting efficiency and data accuracy.

LEADERSHIP EXPERIENCE

Universidade Federal de Pernambuco

Recife

Teaching Assistant

- Provided support to students in understanding complex concepts and developing digital artifacts.
- Assisted professors in grading assignments and facilitating practical learning sessions.

HACKAPRIDE - Hackathon

Recife

Content Coordinator

01/2025 - 07/2025

- Conducted prospecting and networking with industry professionals, securing diverse speakers and mentors for the hackathon.
- Organized the entire event program, including a 4-day bootcamp that attracted participants from all regions of Brazil and coordinated logistics and content for workshops and presentations, enhancing participant engagement and educational value.

EDUCATION

Universidade Federal de Pernambuco

Pernambuco

Bachelor of Science in Information Systems

2024 - 2027

Universidade Federal de Pernambuco

Pernambuco

Bachelor of Laws (incomplete)

2021- 2023

SKILLS & INTERESTS

Programming & Data: Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn), SQL, Data Modeling, Git, Airflow (basic notions)

Data Analysis & Visualization: Power BI, Looker Studio, Tableau

Methodologies: Agile (Scrum, Kanban), Project Management