Antonio Marques

Oshawa, ON (open to relocation)

Data Analyst | Data Scientist | Customer Insights

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HIGHLIGHTS OF QUALIFICATIONS

- Expertise in Planning, Designing and Deploying projects in Data Analytics and Machine Learning
- Committed to guiding a company to digital transformation and business decision-making
- Extensive experience in client-facing analytics and data-driven projects
- Well-developed communication and problem-solving skills
- Highly skilled in project management, time management, and teamwork

WORK EXPERIENCE

Research Assistant, AI/HUB – Durham College, Oshawa, ON   Nov 2019 - Mar 2020

Joined the AI/HUB as an International Work-Study Program and collaborated in 2 projects:

- Project 1 - Natural Language Understanding (NLU) system
  - *Goal*: Develop a chatbot with from conception to prototype for the AI/HUB
  - *Result*: Machine Learning with 96.5% of accuracy over test dataset for 12 intents, 25 entities trained to be recognized, provided detailed documentation for phase 2 of the project, presented the 1st version of the chatbot to the principal investigator, project coordinator, and manager
  - *Technologies used*: Python, TensorFlow-Keras, XGBoost, SpaCy
- Project 2 - Improving NLP tasks using state-of-art frameworks
  - *Goal*: Develop a product solution with Google BERT framework and design a sentence extraction
  - *Result*: Application that contains Text Analytics and BERT extraction with similarity comparison
  - *Technologies used*: Python, SpaCy, Streamlit, and Google-BERT

Data Science Team Lead, dp6, Sao Paulo, Brazil   Apr 2018 - Jun 2019

- Led a Data Science division for the company applied to Digital Marketing with a 5 people team: 2 data scientists, 1 data analyst, and 2 interns
- Designed go-to-market strategy and trained the sales/marketing team for customer prospecting. Identified business opportunities with partners like Google Cloud.
- Created product frameworks applied to marketing, including custom attribution model, propensity score, digital advertising optimization, and TV attribution.
- Responsible for the partnership with Google Cloud Platform Professional Services and implemented the first specialization of Latin America in Marketing Analytics for Google Cloud Platform.
- *Technologies used*: R, SQL, Google Cloud Platform, Google Sheets, Google Slides

Senior Enablement Consultant, Sprinklr, Sao Paulo, Brazil   Apr 2016 - Mar 2018

- Implemented the largest enterprise cloud-focused platform on social media for 7 large clients.
- Conducted meetings with executives, mentoring the digital transformation of their companies (finance, mining, and ridesharing industry).
- Designed solutions for their business growth considering social listening, social ads, and customer care strategies.
- Elaborated workshops for platform training in several departments (marketing, call center, advertisement agencies).
- Awarded "LATAM Global Award Recognition" for delivering high-quality consultant projects.
- *Technologies used*: Sprinklr, Google Sheets, Google Slides

Previous Experiences:

- **Senior Data Analyst, dp6** - Aug 2012 – Apr 2016 - Sao Paulo, Brazil
- **Trainee, Belgian Nuclear Research Centre** - Apr 2012 – Jun 2012 - Mol, Belgium
- **Intern, Institute for Technological Research** - Jul 2010 – Mar 2012 - Sao Paulo, Brazil

EDUCATION

Data Analytics for Business Decision Making

Durham College (Oshawa, ON), Sep 2019 – Apr 2019

Courses: Data Collection, Data Analysis Tools, Statistics and Predictive Modelling, Ethical Leadership and Critical Decision Making, Project Management, Business Analysis Assessments, Data Visualizations, Leadership and Business Communications.

Bachelor's Degree in Physics

University of Sao Paulo (Sao Paulo, Brazil) – Graduated in 2012

TEACHING EXPERIENCE

Fundacao Getulio Vargas (FGV) – Private University   May 2017 – Jun 2019

Strategic Management in Digital Analytics

Coached managers and team leaders about big data and its use for data-driven decisions. The main topics were related to text mining and descriptive statistics to understand customer behavior.

Superior School of Advertising and Marketing (ESPM) – Private University   Jun 2016 – Jun 2019

Big Data, Data Science and Analytics applied to Marketing

Presented techniques of predicting text sentiment to senior analysts following the best practices to ensure accuracy, precision, and recall of a machine learning model.

ACADEMIC EXPERIENCE – Research Papers

Belgian Nuclear Research Centre (SCK•CEN) - Apr 2012 – Jun 2012 - Belgium

Radiation dosimetry properties of smartphone CMOS sensors. An assessment to smartphone applications that were developed for radiation detection.

VOLUNTEER EXPERIENCE

Casas Taiguara – NGO (Social Media Analysis for Digital Cultural Program)   Mar 2015 – Nov 2017

As part of an NGO program, I created a course with a partner to teaching social media analysis to 16 to 22 years old teenagers, helping them to prepare for their first job, including the whole process of social media analysis: from identifying an objective to produce a report with recommendations.

The Green Lion - Aug 2017 - Indonesia

Participated in a construction project in the development and refurbishment of community infrastructure within Ubud-Bali, Indonesia and cooperated in a Turtle Conservation project in Nusa Penida-Bali, Indonesia.