

Rafael Lacerda

306 – 95 Prince Arthur Ave.
Toronto, ON M5R 3P6
www.cs.toronto.edu/~lacerda
rafaelplmelo@gmail.com
+1 (647) 878 9650

Research Interests

- ♦ Data Science
- ♦ Machine Learning
- ♦ Natural Language Processing
- ♦ Economics

Industry Experience

Odebrecht Realizacoes, *Real Estate Investment, Sao Paulo, Brazil* 2014 - 2016

Financial Analyst

- ♦ Responsible for implementing Business Intelligence solutions
- ♦ Financial risk and budget models
- ♦ Productivity analysis and opportunities

Zocprint, *Rocket Internet Venture, Sao Paulo, Brazil* 2013

Head of Customer Service

- ♦ Developed the customer service department from the start
- ♦ Hired and managed 9 customer service agents
- ♦ Defined business processes (BPMN) and data collection
- ♦ Defined Key Performance Indicators and Service Level Agreements
- ♦ Quantitative quality feedback to the operations department

Research/Other Experience

Signal Data Science, *Intensive Data Science course, Berkeley, USA* Jul 2016

- ♦ Developed a framework to measure emotion and sentiment in film screenplays, showing detailed differences between movies
- ♦ Developed an “emotion-based” recommender system for movies

Universidade Presbiteriana Mackenzie, *Graduation Thesis, Sao Paulo, Brazil* May 2014

- ♦ “Uncertainty in the Sugarcane Biofuel Market Under the Perspective of Real Options Theory”, Lacerda, R. *Unpublished, 2014*

Skills

- ♦ Experienced with Python, R, SQL, VBA
- ♦ Comfortable in Linux, OS X and Windows
- ♦ Portuguese, Spanish

Education

MSc. In Applied Computing (MScAC), *University of Toronto* Sep 2016 – Dec 2017 (expected) 2014
Courses

- ♦ Introduction to Machine Learning
- ♦ Human-Computer Interaction
- ♦ Natural Language Computing
- ♦ Fundamentals of Statistical Genetics

BSc. In Economics, *Universidade Presbiteriana Mackenzie* Aug 2011 – Jun 2014

Courses of note

- ♦ Econometrics I, II
- ♦ Industrial Organization