

Graduated in Engineering with experience in predictive statistics, modeling and data analysis with Python, SQL and noSQL, monitoring and impact evaluation and interactive visualization in tools such as Looker, Power BI, Tableau and Redash. Able to develop complex projects, integrate diverse teams and communicate results to varied audiences, connecting advanced analysis to strategic results. Motivated to apply technical knowledge and analytical vision to generate real impact.

## EXPERIENCES

**{REPROGRAMA}** - Organization focused on reducing the gender gap in the technology sector through education.

**Data and Impact Assessment Specialist**, São Paulo, Brazil

Mar 2022 – Now

- Responsible for structuring the organization's data area: architecting the database, planning and conducting quantitative and qualitative research, monitoring and reporting results, performing descriptive and predictive analysis, optimizing processes and collaborating in the development of the product platform using agile methodologies.
- Main results:
  - I structured the Monitoring and Evaluation project, aligned with the strategic planning, enabling the generation of more impactful and coherent indicators, strengthening credibility with partners.
  - Validated and transferred data to MongoDB, increasing data integrity and efficiency in real-time monitoring.
  - I performed market trend analysis, directing strategic planning and increasing student employability by 12%.
  - Optimized selection processes, increasing student retention by 10 p.p. and reducing costs by 35% per year.
  - Increased engagement in surveys from 52% to 85% in 6 months by applying A/B hypothesis tests.
- Tools used:
  - MongoDB (NoSQL), SQL, Python, Redash, Looker, Tableau, Power BI.

**ASURE BROOKVALE B&B** – Hostel part of one of New Zealand's leading lodging groups.

**Manager**, Wanaka, New Zealand

Oct 2018 – Jun 2021

- Responsible for managing the business, optimizing processes and supervising multicultural employees.
- Main results:
  - Increased booking rate by 10% by implementing new Management Software and Digital Marketing strategies.
  - Increased revenue per booking by 6% with revenue management strategies and competition analysis.
  - I generated extra revenue during the pandemic with the creation and management of the tourism company "Touring By Design".
- Tools used:
  - Excel, Wordpress, Google Analytics, Meta Business, Reservation Management Software.

**FEDERAL CENTER FOR TECHNOLOGICAL EDUCATION** – Institution Federation of Technical and Higher Education

**Data Department Assistant**, Araxá, Brazil

Jun 2015 – Jul 2018

- Responsible for administering academic databases and generating statistical reports.
- Main results:
  - I structured reports of academic indicators, supporting planning and decision-making.
  - Automated manual registration processes, increasing the accuracy and efficiency of the system.

## EDUCATION

**Bachelor of Mechatronics Engineering** - Federal University of Uberlândia

Aug 2008 – Jun 2014

Highlights:

- Exchange scholarship at INSA in Rennes-France, where I developed a project for Renault
- Calculus Monitor
- Petrobras scholarship holder

## LANGUAGES

**Portuguese** Native | **English** Fluent | **French** Advanced | **Spanish** Advanced

## TESTS AND CERTIFICATIONS

**GMAT:** 690 | **IELTS Academic:** 7,5

## COURSES

<b>Intensive in Data Science</b> - ASN. Rocks – School of Data Science	Ongoing
<b>CS50's Introduction to Databases with SQL</b> – Harvard University	2025
<b>Python</b> – ASN. Rocks – School of Data Science	2025
<b>Impact Assessment</b> – SimbiOsc	2024
<b>Cloud Fundamentals</b> - AWS	2024
<b>Microsoft Power BI for Business Intelligence and Data Science</b> – Data Science Academy	2024
<b>Ability to Execute Essentials</b> – McKinsey	2024
<b>Data Analysis with Python</b> – {reprograma}	2023
<b>Google Data Analytics Certificate</b> – Google	2023