

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

Zeta Dados – Analytics-as-a-Service (AaaS) startup serving B2B companies in 10 countries through Data Science and AI applications.
Data Scientist, São Paulo, Brazil Aug 2025 – Now

- Responsible for modeling databases, creating ETL pipelines, performing predictive analyses and dashboards, and automating processes.
- Tools used: PostgreSQL, Python, Power BI

{REPROGRAMA} - Organization focused on reducing the gender gap in the technology sector through education.
Data and Impact Assessment Specialist, São Paulo, Brazil Mar 2022 – Jul 2025

- 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 the organization strategic planning.
 - 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 Rennes, France; researcher at Renault and Petrobras; Calculus teaching assistant.

LANGUAGES

Portuguese Native | English Fluent | French Intermediate | Spanish Intermediate

TESTS AND CERTIFICATIONS

GMAT: 690 | IELTS Academic: 7,5

COURSES

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