

Hard Skills

- Programming Languages – Python, SQL, R.
- Data Visualization Tools – Tableau, Power BI.
- ETL – Alteryx (Core Certification), Excel.
- Tools – Iramuteq, Jamovi, Git, GitHub.

Languages

- Portuguese – Native
- English – Advanced
- Spanish – Basic

Education

BOOTCAMP DATA ANALYTICS – WoMakersCode

July 2024

Git and GitHub · Python · SQL Server · Agile Methodologies · Power BI · Cloud Computing (Azure and AWS) · Statistics

POST-GRADUATE IN BUSINESS INTELLIGENCE & ANALYTICS – Conquer Business School

Dez 2023

Business Insights · Tableau · SQL · ETL · Agile Methodologies · Power BI · Analytical Skills · Statistics · Programming Logic · Data Analysis

BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION – UniRitter

Jun 2021

Statistics · Microsoft Excel · Business Intelligence · Time Management · Leadership · Emotional Intelligence

Work Experience

DATA ANALYST JR III – Ilumeo: Data Science for Marketing

Mai 2024 – in progress

- Driving strategic decision-making in companies through **data analysis and modeling**. Emphasis on exploratory data analysis, descriptive and inferential **statistics** (Structural Equation Modeling). Optimizing **marketing strategies** through: Brand tracking and management; Social listening for trend monitoring; and Impact of celebrities and influencers.
- Strategic Insights · Python · R · Excel · Power Query · Power BI · Statistics

DATA INSTRUCTOR AND CONTENT CREATOR – Ada Tech – Freelance

Mar 2024 – in progress

- Developed and instructed a comprehensive **Tableau course** tailored for both **B2B and B2C** audiences, covering various levels of expertise. Also, I serve as a content creator in the tech industry.
- Tableau · Data Analytics · Data Visualization · Training

DATA INSTRUCTOR IN ALTERYX – DR Digital Transformation – Freelance

Oct 2023 – Dez 2023

- I conducted a training and certification course in **Alteryx Designer** for the **Accenture Brazil team**, covering beginner, intermediate, and advanced levels. I developed and delivered practical lessons, customizing the content to meet the specific needs of the student group. I received an average **rating of 9.5 as an instructor**, reflecting the effectiveness of the training.
- ETL Tool (Alteryx) · Data Analysis · Data Modeling · Training & Teaching

CUSTOMER SUCESS – Ponta dos Ganchos Exclusive Resort

Nov 2021 – Aug 2023

- Optimizing the experience for high-end customers, both **B2B and B2C**, catering to a national and **international audience**. Data input into the **Oracle** system, implementing optimizations and automations in **Excel** to ensure reliable information. Collaborated in the development of revenue reports with the reservations and sales team, providing valuable insights for improvement and monitoring in **Power BI** to validate business strategies.
- Communication · English · Business Insights · Microsoft Excel · Opera PMS · OTA Insight · Hospitality

BUSINESS ADMINISTRATION INSTRUCTOR – CIEE-RS

Jun 2018 – Oct 2021

- **Professional education** and facilitation of business administration content. Emphasis on **developing soft skills** and preparing young individuals for the job market. Facilitated and promoted a **partnership** with **TAG (Literary Experience)**, resulting in the donation of literary kits to all students of the institution.
- Communication · Training & Teaching · Business Insights · Microsoft Excel · Reports · Business Administration