

## Contact

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## Top Skills

Extract, Transform, Load (ETL)

Exploratory Data Analysis

Statistical Data Analysis

## Languages

Português (Native or Bilingual)

Inglês (Full Professional)

## Certifications

Create Image Captioning Models  
with Google Cloud

Compare Stock Returns with Google  
Sheets

Data Analyst Associate

Agente Autonomo de Investimentos

Data Visualization

# Pablo Diego Pereira

Economics | Data Analyst | Data Scientist  
Araruama, Rio de Janeiro, Brazil

## Summary

Partner at Meta Investimentos, acting as an investment advisor and responsible for the area of controls and processes in RJ.

Alumni UFRJ (Institute of Economics), Mackenzie-Rio (extension in coaching) and USP (MBA in Data Science and Analytics). I have some of the main certifications in the Brazilian financial market: PQO (BM&FBovespa), Specialist Advisory (Proseek), AAI (Ancord), FBB100 (FEBRABAN)

My areas of interest are: economics, investments, financial planning, technology, business, cryptocurrencies and blockchain.

## Experience

Meta Investimentos

Investment Advisor

June 2020 - Present (5 years 9 months)

Rio de Janeiro, Rio de Janeiro, Brazil

- Provide investment advice to clients.
- Create and maintain assessments to identify risk profiles, financial planning flaws and potential client needs.
- Create portfolio analysis graphs and reports using financial market data, identifying potential opportunities for portfolio optimization and adjusting to client objectives.
- Continuous market research routines, reading international and national reports
- Extensive use of data analysis and ability to transform complex data into financial insights for client financial planning
- Create personalized suggestions for financial products, such as investments, credit, foreign exchange and insurance
- Financial modeling, using historical data series and quantitative methods to project potential performance risks

- Production of concise reports, with data visualization, using spreadsheets (Excel and Google Sheets) and other visualization tools (Google Looker and Power BI)
- Adheres to compliance guidelines, ensuring that all portfolios follow Brazilian regulatory standards.
- Critical thinking to evaluate business opportunities and potential portfolio optimizations

**Ágora Pesquisa**

**Data Analyst**

April 2025 - Present (11 months)

Araruama, Rio de Janeiro, Brazil

- Implemented conversational flows and automated data collection via Meta API (WhatsApp), reducing manual effort by 90% and increasing operational productivity over 3,500%.
- Optimized research workflows to achieve a 65% increase in operational margin, managing a minimal cost trade-off to scale efficiency.
- Performed robust quantitative analysis using Python and SQL, alongside qualitative studies to extract deep consumer insights.
- Developed data pipelines to integrate collection tools with structured databases for real-time reporting.
- Delivered strategic analytical reports for public and private sectors, applying market research methodologies.

**Meta&Actio**

**Back Office & Investment Advisor**

August 2017 - May 2020 (2 years 10 months)

Rio de Janeiro, Rio de Janeiro, Brazil

- Developed personal financial planning spreadsheets with standardized forms for commercial advisors, reducing service time and increasing operational efficiency, identifying opportunities for clients to earn more than 20% in taxes by avoiding quotas and expanding insurance sales by more than 100%.
- Led the implementation of pair trading operations (long & short) on the trading desk, creating an algorithm in R to identify more than 100 arbitrage opportunities per month, generating a new source of revenue for the company.

**Espaço Champs Elysees**

**Co-Founder**

January 2014 - July 2017 (3 years 7 months)

Rio de Janeiro, Rio de Janeiro, Brazil

- Construction of the entire online presence (Website and Social Media), reaching first place in organic searches in the region.
- Preparation of contracts and agreements with local suppliers for events, parties and spa, reducing payroll by 70%.
- Automation of sales and marketing processes, reducing response time by 80% and increasing conversion rate by 30%.
- Operational optimization, doubling service capacity in the kitchen and 300% more in the spa area.

**BX House**

Digital Marketing Consultant

November 2002 - January 2014 (11 years 3 months)

Rio de Janeiro e Região, Brasil

**Ayra Consultoria**

8 months

Marketing and Communications Consultant

April 2012 - August 2012 (5 months)

Rio de Janeiro e Região, Brasil

Marketing and Communications Intern

January 2012 - April 2012 (4 months)

Rio de Janeiro e Região, Brasil

**AIESEC**

Marketing and Communications Associate

May 2010 - February 2012 (1 year 10 months)

Rio de Janeiro e Região, Brasil

**UFRJ - Universidade Federal do Rio de Janeiro**

Research Assistant Intern

June 2011 - January 2012 (8 months)

Rio de Janeiro e Região, Brasil

Acted as a Research Assistant at the Innovation Economics Group (IE/UFRJ) under the supervision of Professor Renata Lèbre La Rovere.

Contributed to the project "Paradigms of the entrepreneurial attitude: an analysis of the elements that facilitate the creation of new ICT businesses in Brazil". Responsibilities included multichannel data collection through the development of online forms, social media outreach (Facebook), and on-site questionnaire application during events. Performed data tabulation, cleaning, and standardization to ensure information integrity. Additionally, prepared

technical presentations and reports regarding the influence of financing, public policies, and socio-cultural contexts on the Brazilian ICT sector.

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## Education

**UFRJ - Universidade Federal do Rio de Janeiro**  
Bachelor's degree, Economics · (2010 - 2014)

**MBA USP/Esalq**  
Master of Business Administration - MBA, Data Science and Analytics · (April 2024 - April 2026)