

Paulo Cuellas

Toronto, ON | 647.675-0204 | paulo.cuellas@pamzc.com | <https://www.linkedin.com/in/paulocuellas>

Cloud Architect

Bilingual (English and Portuguese) efficient and reliable professional with 20 years' experience in IT area acquiring extensive knowledge of System Development Life Cycle (SDLC). Successful performing positions as Database Developer and Software Developer, evaluating and advising on all technology components such as software, hardware, and networking capabilities for database management systems and applications. Responsible for implementing new databases using ETL and data dashboards to all levels of the organization. Vast experience designing, coding and modifying websites, from layout to its function and according to client's requests. Strive to create visually appealing sites that feature user-friendly design and clear navigation. Advanced knowledge of **Oracle, SQL Server, PostgreSQL, Firebird, Windows and Linux, Toad Modeler, SQL Developer, My SQL, MS Project, Case Studio, Erwin, Object Oriented Programming (OOP), PL/SQL, PHP, C#, HTML, JavaScript, C, C++, Perl, ASP, VB, VBA/Excel, and AWS.**

CAREER EVOLUTION

✓ YouDb



A small Brazilian Agency that has a clear mission of gathering sustainable and trustworthy companies of all audiences, whether internal or external, generating engagement and valuable relationships.

CONSULTANT – DATABASE DEVELOPER (Contract)

May/2017 – Present

Responsible for guiding the team through to the best solution for new customer's database and systems requirements. Managing the data sources and data dictionary analyses.

Databases: **Oracle, SQL Server, PostgreSQL.** Operating System: **Windows and Linux.** Tools: **Toad Modeler, SQL Developer, and customized ETL applications. Cloud: AWS.**

Accomplishments:

- ✓ Managing the preparation of IT infrastructure for Nestlé audits;
- ✓ Modeling and creating database for sales analysis, score customers and get insights for marketing campaigns;
- ✓ Making use of PL/SQL to build procedures, functions, triggers, and views for different DBMS;
- ✓ Implementing rules (match keys) for data deduplication and data treatment;
- ✓ Testing and validation of data flow over systems to ensure data quality and data integrity to comply with the customer's requirements.

IT MANAGER

Mar/2014 – May/2017

Responsible for IT infrastructure, which includes database, systems and security. Managed the designing and planning of new database as well as system projects. Also responsible for developing, adapting or constructing customized ETL software. Managed the operational team and led the performance of SQL commands on databases (to extracting mailings for marketing campaigns, data analysis, reports, etc.).

Databases: **Oracle, SQL Server, MySQL, and PostgreSQL.** Operating System: **Windows and Linux.** Tools: **Toad Data Modeler, Microsoft Project, SQL Developer, and customized ETL applications. Cloud: AWS.**

Accomplishments:

- ✓ Reduced the monthly cost by 1/3 after moving and realigning the underperforming IT infrastructure to AWS;
- ✓ Led successful database marketing (DBM) projects for companies as GVT, Fiat, Group Renner, and Mercedes Benz;
- ✓ Managed to solve technical problems of great impact on the deadline of Group Renner DBM project in progress. Started a search and after analyzing and combining some approaches understood that just a small change on Oracle functions would solve the problem, an implementation issue that a developer would take around one week to resolve it;
- ✓ After coaching the ground team, they became more motivated and committed to share knowledge and collaborate with each other on turning the workplace a better one. With that, improving productivity by half;
- ✓ Responsible for Nestlé Database Audit and checking everything was compliant with Nestlé privacy requirements such as Nestlé consumers under 13 years old cannot be contacted by marketing campaigns;
- ✓ Responsible for creating databases just for timely analysis: SPC, ABEMD, SPC, Ultrafarma, and LG.

SCRUM MASTER

Jun/2009 – Feb/2014

Responsible for Scrum team and keeping the methodology culture improvement.

Databases: **Oracle, SQL Server, MySQL, and PostgreSQL**. Operating System: **Windows and Linux**. Tools: **Case Studio, Microsoft Project, and customized ETL applications**.

Accomplishments:

- ✓ Led the implementation of Scrum methodology at youDb;
- ✓ Led, successfully, the construction of database marketing for Nestlé, Embratur and Whirlpool;
- ✓ Responsible for the construction of the email marketing tool;
- ✓ Performed internal web systems maintenance at youDb.

✓ Ibiz Technology



Nov/1998 – Mar/2009

IBIZ Technology is an IT Solutions & IT Services Company provides Managed IT Services, Web Development, Surveillance System & Complete IT Solutions. To date we have grown to be a market leader in our market verticals with cost efficiency and dependable commitments. We have experience and focus on emerging technologies that allows us to use IT innovatively in niche areas and added value for our clients.

SENIOR SYSTEM ANALYST

Responsible for Coordinating and developing the team, attending customer meetings and understanding the requirements for new projects (technical and business subjects). Remotely monitoring and operating critical systems to ensure availability 24/7. Coordinated the customer training and system support of first and second levels.

Databases: **Oracle, PostgreSQL, SQL Server, and Firebird**. Operating System: **Windows and Linux**. Tools: **Case Studio and Erwin**. Languages: **C, C++, Perl, ASP, HTML, JavaScript, VB, VBA/Excel**.

Accomplishments:

- ✓ Maintained and developed the windows services that managed exchanging payment and credit card information amongst banks, dealerships and credit card companies;
- ✓ Responsible for database modelling, creating indexes and structures to improve performance (tuning), developing procedures, functions, triggers, rules, constraints and views for Oracle, SQL Server and PostgreSQL;
- ✓ As part of a development team, contribute to implementing a complex bill payment system for Citibank and Itaútec companies and was responsible for its monitoring and guaranteed availability 24/7;
- ✓ Created processes to centralize information from different data sources in one database.

EDUCATION

| | |
|---|------|
| ☞ AWS Certified Solutions Architect – Associate (Validation Number 8NQ2G4C2CMEQ183S, validate at: Amazon Web Services) | 2017 |
| ☞ AWS Certified Developer – Associate (Validation Number S43R4TX122QQQGN, validate at: Amazon Web Services) | 2017 |
| ☞ AWS Certified SysOps Administrator – Associate (Validation Number VWP1GJH1CMR41DG1, validate at: Amazon Web Services) | 2017 |
| ☞ CPS - Centro Paula de Souza, Brazil MBA in Project and Process Management - Post-Graduation Certificate | 2015 |
| ☞ ABEMD – Associacao Brasileira de Marketing de Dados, Brazil Direct Marketing Specialization Course | 2012 |
| ☞ Scrum Master Certification (Certificate ID: 91336, validate at: Scrum Alliance) | 2010 |
| ☞ FATEC – Faculdade de Tecnologia do Estado de Sao Paulo, Brazil Data Processing Diploma Degree | 1996 |