PAULO **CUELLAS**

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LinkedIn: https://www.linkedin.com/in/paulocuellas/ · Portfolio: http://pamcuellas.github.io/
· GitHub: https://github.com/pamcuellas/ · Website: https://pamzc.com/

Multi-skilled Data Engineer with an excellent track record in Database Management and Systems Analysis. Knowledgeable, enthusiastic, and extremely committed professional implementing high-quality databases and applications for customers transforming data in results, reaching a successful record in IT projects. A proactive leader always inspiring team collaboration toward the common goal. Acquired experience in all system development life cycle (SDLC).

TECHNICAL SKILLS

RDBMS: Oracle, PostgreSQL, MS SQL Server, and MySQL; **Programming**: Python, HTML5, CSS3, Bootstrap, JavaScript: Nodejs, D3, Leaflet, GeoJSON, Plotly, React, and jQuery; **Operations Systems**: Windows and Linux; **Cloud Computing**: Amazon AWS; **Familiarity** with MongoDB, Java/Spring MVC, PHP/Laravel 5.0, C#, and C++.

EDUCATION

- Data Analytics and Visualization Certification at University of Toronto (Anticipated Graduation Date: Nov - 2019);
- Oracle Database SQL and PL/SQL Developer Associate Certifications - 2018;
- AWS Solutions Architect, Developer, and SysOps Administrator Associate Certifications - 2017;
- Scrum Master Certification - 2014;
- MBA - Excellence in Project Management and Organizational Processes - 2015;
- Diploma in Data Processing - Faculty of Technology of Sao Paulo – Brazil.

EXPERIENCE

CONSULTANT - DATABASE DEVELOPER
Youdb Marketing agency – SP Brazil - 04/2017 – 07/2018
- Performed data sources documentation analyses to build ETL processes to import and export data;
- Modelled and created databases to sales analysis, to classify customers, and to get insights for marketing campaigns;
- Implemented triggers, functions, procedures, views, and complex queries for different RDBMS;
- Tested and validated data flow over systems to ensure data quality and data integrity.

IT MANAGER
Youdb Marketing agency – SP Brazil - 03/2014 – 12/2016
- Reduced the monthly cost by one third after moving and realigning the underperforming IT infrastructure to AWS;
- Developed, adapted, and constructed customized ETL software as per organizational requirements;
- Built processes to extract mailing lists for marketing campaigns, conducted data analysis, and generated standard as well as custom reports for the marketing team;
- Successfully led database audit in compliance with customer privacy and security requirements.

ADDITIONAL EXPERIENCE

SCRUM MASTER
Youdb Marketing agency – SP Brazil - 06/2009 – 2/2014

SENIOR SYSTEM ANALYST
Ibiz Technology – SP Brazil - 11/2002 – 3/2009

PROJECTS

TWEET SENTIMENT ANALYSIS

GitHub: https://github.com/pamcuellas/ml-tweet-sentiment-analysis

Online: https://ml-tweet-sentiment-analysis.herokuapp.com/

- **Description**: The goal of this project was applying a machine learning logistic regression algorithm to classify tweets text in positive or negative and in political or not political.

- **Activities**: coded Python scripts to consume Twitter Rest API, created python scripts to insert and update data on MongoDB, designed the Machine Learning Model, coded the HTML page to apply the model and get tweets on the fly.

- **Technologies:** Flask, Python libraries as pymongo, pickle, sklearn, nltk, pandas, tweepy, searchtweets, seaborn, word cloud, and matplotlib; HTML5, CSS3, jQuery, Plotly, D3, Bootstrap, MongoDB, JSON, and Tableau.

CANADA – IMMIGRATION STATISTICS

GitHub: https://github.com/amandagward/groupassignment_project_2

Online: https://world-migration-stats.herokuapp.com/

- **Description**: Developing a data visualization application providing users with interactive options. The app presents the different areas and levels of wealth of the Countries that Canadian immigrants are coming from.

- **Activities**: coded Python script to consume Rest API and collect data, coded Python script to convert CSV files in HTML tables and save them in MongoDB; designed, coded and configure the app interface.

- **Technologies**: Python, Flask, PyMongo, and Pandas; D3, Leaflet, Chart, and jQuery; HTML5, CSS3, Bootstrap, Font Awesome, and MongoDB.

EMPLOYEES DB ANALYSIS

GitHub: https://github.com/pamcuellas/PHEmployeesResearchProject

- **Description**: the purpose of this project was evaluating an employee's CSV data set with 300,024 records to look for any sort of data inconsistency. As a result, an incoherency between the salaries amount and job positions was detected.

- **Activities**: analyzed the CSV files structure to have information to create the Entity-Relationship Diagrams and the database; Implemented a schema SQL script to recreate the database structure and import all the files in one shot; wrote a query script for analysis and plotted a bar chart to expose the result evidence.

- **Technologies**: PostgreSQL 11, SQLAlchemy, Matplotlib, and Pandas (Python).

VOLUNTEER EXPERIENCE

COMMUNITY MATTERS TORONTO (DEZ 2018 – JAN 2019)

- Performed a role as an English teacher assistant to help Syrian families in adjusting to their new lives in Toronto.