Patricia P U R Santos

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SKILLS & ABILITIES

As a Web Analytics Implementation at Cognizant, I provide implementation and troubleshooting service for web products and analytical tracking tags with LATAM premium customer base.

Passionate about learning and improving my skills in agile methodologies and data science,

My technical skills include: HTML, CSS, JavaScript, PHP, Python, SQL, NodeJS, React, Visual Studio Code, Git/GitHub.

English: Upper Intermediate.

Spanish: Intermediate.

Agile methodologies: Scrum, Kanban, Scrumban, OKR.

Others: Project Management, Web Analytics, Google Ads, Google Analytics, Google Tag Manager, Google Merchant Center, Data Science, Power BI.

EXPERIENCE

Support Analyst Tag Implementation - Cognizant - Feb 2022 - current
Implementation and troubleshooting service for web products and analytical tracking tags with LATAM premium customer base.
Technologies used: HTML, CSS, JavaScript, CMS and Ecommerce Platforms (Wordpress, Magento, Shopify) and Google tools: Google Ads, Google Shopping and Google Analytics.

HR Manager - Consultoria Novo Rumo RH - Jan 2021 - Jan 2022
Accounts Payable, Accounts Receivable, Receipts and Invoices, development of control system (app Notion with databases, implemented in 1 week).

Videoconference Operator - Unify - Oct 2013 - Jul 2020
Managing videoconferencing equipment, configuring IP phones and videophones, providing technical support during hearings, handling administrative tasks and dealing with judges, lawyers and clerks.

CERTIFICATIONS

Empowering Women in Leadership - WE University - Cognizant - Sept 2024
Leadership - Proactivity - Overcome challenges - Goals - Growth Mindset - Productivity

Google Analytics Certification - Google Digital Academy (Skillshop) - Sept 2024

Scrum Foundation Professional Certificate - Certiprof - Jun 2020

EDUCATION

Descomplica Faculdade Digital - Data Science - Aug 2024 - Dec 2024
Python, Statistics for Data Science, DataBase, Data Collection and Processing, Statistics
Library in Python, Machine Learning, Clustering, Regression and Prediction, Deep Learning,
Network Science, Perceptron and Adaline

Métricas Boss - Digital Analytics - Oct 2024 - Sept 2025
Google Analytics 4 including paid media, Google Tag Manager, Digital Analytics, Looker
Studio, Data analysis for SEO, Search Console, Big Query for GA4, Heatmap, Public
speaking for analytics professionals, Digital analytics for infoproducts, Product analytics,
DataVis, Google Bigquery, Firebase, Amplitude, App data analytics with Appsflyer, OKR,
Metrics for digital products, Excel for digital analytics

MindMaster University - Agile Management 2.0 - Oct 2024
Scrum, Kanban, Scrumban, OKR, Growth Mindset, Leadership, Management 3.0, Jira,
Notion, Asana, Trello, Miro, ClickUP, Monday and ChatGPT

Descomplica Faculdade Digital - MBA Project Management and Agile Methodologies - Dec
2023 - Aug 2024
Business Strategy and Organizational Structures, Project Management, Leadership 4.0,
Organization and Productivity, Conflict Management, Predictive Project Management,
Knowledge Area Management, Agile Project Management, Power BI, Data Analysis and BI
for Decision Making

Centro Universitário Braz Cubas - System Analysis and Development - 2013 - 2016
Database and modeling, Business Modeling And Requirements