

# Professional Resume

## Ronaldo Monteiro

Data and Product Analyst, BYU-Idaho Student

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### Currently

Pursuing a B.S. in Data Science at Brigham Young University - Idaho (Expected Winter 2026)

### Specialized in

Data Analysis & Visualization, Product Strategy, Market Intelligence

### Research interests

SQL, Python, Tableau, Excel, Sales & Marketing Analytics, Data Storytelling, IoT Product Development

### Education

Expected Winter 2026 **Bachelor of Science in Data Science, BYU-Idaho**

- Data Analysis & Visualization
- Statistics
- Product Management

2023 **Associate of Applied Science in Computer Information Systems, BYU-Idaho**

- Programming
- SQL
- Web Development

## **Work Experience**

Nov 2022 – Nov 2023 **Product Analyst (R&D), Hana Electronics**

- Led data-driven analysis for IoT projects.
- Defined product vision and strategy using market research and competitor benchmarking.
- Collaborated with cross-functional engineering teams to enhance product performance.

Aug 2020 – Oct 2022 **Marketing & Sales Manager, Smart Conversation**

- Developed marketing strategies boosting student enrollment and engagement.
- Analyzed customer behaviors to optimize pricing models.
- Improved retention rates through data-driven insights.

Jun 2012 – Dec 2016 **Sales & Business Analyst, Eurofarma Pharmaceutical Industry**

- Conducted market analysis (DDD, MDTR, AUDIT) influencing sales strategies.
- Presented data-driven reports to regional managers for strategic decision-making.
- Designed interactive dashboards transforming data into actionable insights.

## **Technical Skills**

- Data Analysis & Visualization (SQL, Python, Tableau, Excel)
- Statistics
- Product Management & Strategy
- Sales & Marketing Analytics
- Data Storytelling

## **Languages**

- English
- Portuguese