

THIAGO GONÇALVES CUSTÓDIO

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PROFILE

Multidisciplinary professional with a hands-on profile, always in learning mode with extensive experience in managing customer relationship channels and business planning, using data science and analytics to solve business problems. Solid knowledge of the most used programming languages and frameworks like R, Python, Microsoft Azure Machine Learning and Apache Spark MLlib for use in data science and predictive modeling, having experimented with various machine learning algorithms. Advanced knowledge in Relational Database Management Systems (DBMS), NoSQL and Data Stores, ETL, ELT, Data Munging and Wrangling routines. Experience in creating Dashboards to support business strategy using Power BI, QlikView or Sense, Tableau, D3.js and R-Shiny applications. Performance focused on DataOps and MLOps concepts.

Portfolio Data Science and Business Analytics:
<https://th14g0cust0d10.github.io>

PROFESSIONAL EXPERIENCE

DATA SCIENCE & BA CONSULTANCY

Consultant

September/2020 – Currently São Paulo - Brasil

Supervised and unsupervised Predictive Modeling applied to business problems;
Machine Learning Algorithms;
Data-Driven Personalization;
Data Quality Report;
A/B hypothesis test;
Big Data Queries and Interpretation;
Creation of KPI Dashboards to support business strategy and management;
Storytelling;
Application of descriptive, diagnostic and prescriptive analysis techniques to support decision making;

CHUBB INSURANCE 8 years 3 months

Sales Channels and Commercial Planning Manager

October/2019 – March/2020 São Paulo - Brazil

Management and contracting of sales channels and direct marketing - Commercial Affinity Board;
Management of analysis and visualization of performance data and P&L finance;
Management of commercial planning;
Management and performance of database strategies for insurance sales;
Management of projects to implement new businesses and technological solutions;

EDUCATION

Pontifical Catholic University of Minas Gerais
MBA, Analytics and Business Intelligence 2022-2023

UNIP – Paulista University
MBA, Marketing 2012-2013

UNIBAN – Bandeirante University of São Paulo
HR - Human Resource Management 2007-2009

TECHNICAL COURSE

DATA SCIENCE ACADEMY
Data Scientist Training 2021

LANGUAGES

Native: Português;

Advanced: English – Spanish;

SKILLS - TOOLKIT

DBMS (Rel. NoSQL) Data Stores ETL / ELT	Machine Learning Frameworks	Data Visualization
Microsoft SQL Server	R	Power BI
Postgre SQL	Python	QlikView/Sense
MySQL	Microsoft Azure Machine Learning	Tableau
MongoDB	Apache Spark MLlib	D3.js
Oracle		R - Shiny
Apache Hadoop Apache Hbase Apache Hive		
Microsoft SQL Server Integration Services (SSIS)		
Apache Sqoop		

PROFESSIONAL EXPERIENCE

CHUBB INSURANCE 8 years 3 months

Regional Direct Marketing Optimization and Control Specialist - LatAm

March/2018 – September/2019 São Paulo - Brasil

Project management and business control processes - LatAm regional direct marketing department;

Implementation and dissemination of omnichannel solution for direct marketing actions, establishing CX and CS precepts along customer relationship channels;

Hiring technology providers, defining commercial conditions and contractual SLAs;

Management risk analysis, projections, budget control and sales monitoring of direct marketing campaigns;

Performance analysis of portfolio products and profit;

Management, data analysis, creation of business management KPIs and creation of Dashboards on platforms such as QlikView/Sense and Power Bi;

Commercial Planning Specialist

September/2015 – February/2018 São Paulo - Brasil

Commercial Planning Analyst

February/2014 – August/2015 São Paulo - Brasil

Call Center Executive

January/2012 – January/2014 São Paulo – Brasil

LIQ Contax TNL 6 years

Operations coordinator

December/2009– January/2012 São Paulo – Brasil

Operations Specialist Supervisor

December/2007 – December/2009 São Paulo – Brasil

Operations Supervisor

October/2006 – December/2007 São Paulo – Brasil

TLMK Operator

February/2006 – September/2006 São Paulo – Brasil

LEADERSHIP COURSES

Arete Consultoria RH

Leader training (MBTI – Myers-Briggs Type Indicator)

2010 São Paulo – Brasil

LIQ Contax TNL

People management and development

2010 São Paulo – Brasil

LIQ Contax TNL

Coaching & Feedback

2009 São Paulo – Brasil

Chubb Seguradora

Negotiation and communication strategies

2017 São Paulo – Brasil

AWARDS

ClienteSA

3º Telesales Award 2011

Outsourcing Innovation Category

September/2011 São Paulo – Brasil

Grupo Padrão / Consumidor Moderno

Multichannel Relationship Quality Standard Award

Category Best B2B Sales Operation

August/2011 São Paulo – Brasil

ABEMD

XVII Award ABEMD 2011

Category Best B2B Sales Operation

May/2011 São Paulo – Brasil