

Talita Rosa de Oliveira

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PROFESSIONAL EXPERIENCE

META PLATFORMS INC.

2018 – Current

Client Data Foundation Program Manager

New York, NY | 11/2019 - Current

Responsibilities:

- Manage full project lifecycle, collaborating closely with engineers to optimize systems using ML models and candidate generators.
- Identify, initiate, implement, and scale programs for process improvements, operational workflows, and technological innovations.
- Develop compelling data-backed analysis to provide practical business insights.
- Comprehend projects' technical complexities for effective cross-functional collaboration, ensuring optimal solutions and seamless execution.
- Collaborate with external vendors and partners, managing relationships and ensuring timely delivery of services.

Main contributions:

- Implemented ML to identify WhatsApp accounts, resulting in a 12p.p. increase in recognized revenue, elevating it from 77% to 89%.
- Delivered a 2.05pp (3.4%) contactability increase via my data enrichment process, resulting in a 33x ROI with \$36.5M annual revenue gain compared to \$1.1M yearly OPEX.
- Enhanced ML model logic for ~3.5x more efficient identification of government-related advertisers.

Process and Tools Program Manager

São Paulo, SP | 07/2018 - 11/2019

Responsibilities:

- Led communication and training for successful new tooling product launches.
- Streamlined processes, reducing sales team workload and identifying automation opportunities.
- Acted as primary liaison to gather sales team feedback and needs.
- Designed and implemented new workflows to enhance sales work efficiency.

Main contributions:

- Saved approximately 800 working hours for the sales team semiannually.
- Spearheaded the global scaling of the Data Maintenance Program.
- Designed and executed Sales Tool Training, later integrated into official Regional Employee Onboarding.

Client Services Intern

São Paulo, SP | 01/2018 - 07/2018

Responsibilities:

- Managed escalated 1:1 support cases, ensuring efficient resolutions.
- Optimized processes, reducing support case total resolution time.
- Pioneered the design, implementation, and successful launch of a novel client support channel, "Reclame Aqui."
- Created Client Journey support map, uncovering key areas for enhancement and refinement.

Main contributions:

- Reduced escalated cases by 36.62%, improving efficiency.
- Cut 94 hours from support case resolution time, enhancing customer satisfaction.

ACCORHOTELS

2008 – 2017

Receptionist (Exchange Program)

Melbourne/AUS | 08/2016 - 07/2017

Responsibilities:

- Registered guests, managed reservations, and handled messaging.
- Calculated bills, processed payments, and generated reports.
- Addressed guest comments and complaints effectively.
- Oversaw front desk operations, including cashier duties.
- Maintained records of daily room occupancy and rates.

World Cup 2014 and Olympics 2016 Sales Agent

São Paulo/SP | 10/2013 - 07/2016)

Responsibilities:

- Centralized and negotiated all group booking requests for World Cup Brazil 2014 and Olympic Games Rio 2016.
- Managed hotel room inventory and availability in host cities, optimizing sales and revenue.
- Developed pricing strategies, including room rates, packages, discounts, and specialty rates.
- Forecasted pricing and revenue by analyzing demand and market trends.
- Crafted promotional plans to enhance revenue generation.

Receptionist/Night Auditor

São Paulo/Brazil | 03/2008 - 03/2013

Responsibilities:

- Coordinated successful check in and check out procedures for all guests.
- Responsible for billing to ensure guests are being charged appropriately.
- Ran daily credit card transactions through a settlement process.
- Recorded daily room occupancy and rate totals.
- Recorded revenue totals for cash, checks, and credit card transactions.
- Handled 3rd party reservations and ensured proper processing.

Intern

São Paulo/SP | 03/2010 - 10/2013

Responsibilities:

- Job Rotation on Reception, Restaurant, and Housekeeping Management.

EDUCATION

Engineering Bootcamp

Columbia University – USA | 05/2024 - 09/2024

MBA Data Science and Analytics

University of São Paulo – São Paulo/Brazil | 05/2021 - 07/2023

Data Science and Decision-Making master's degree

Insper University – São Paulo/Brazil | 08/2020 - 08/2022

Project Management Executive Program

Ohio University – Ohio/EUA | 02/2020

Bachelor's in Business International Trade

Mackenzie University – São Paulo/Brazil | 01/2014 - 12/2018

Certificate IV International Trade

ILSC – Melbourne/Australia | 01/2017 – 07/2017

SKILLS AND LANGUAGE

- Advanced data analytics skills.
- Proficient in programming languages: SQL, R Studio, Python, PHP, and HTML.
- Bilingual: Fluent in Portuguese and English, Intermediate Spanish.
- Advanced Stakeholder Management and Project Management.
- Strong communication and presentation abilities.
- Proficient in Process Improvement and Process Documentation.

EXTRA ACTIVITIES

- Leader COPC (Call Center Management best practices) – 2018
- Own the Room & Visual Storytelling (Presentation Skills) – 2018
- Certificate Program in Trade, Goods and Services – 2010