



Victor de Carvalho Silva

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Engineer with a Master's degree from Télécom SudParis, experienced in Data Analytics, Data Science and CRM projects. I am seeking new opportunities to leverage and expand my skills while contributing to innovative, data-driven solutions.

EDUCATION

- **Master of Science in Data Science: Institut Polytechnique de Paris - Télécom SudParis** 2023 - 2024
Data Science, Machine Learning, Deep Learning, Algorithms, IoT, Networks, Blockchain, Optimization. (Evry, France)
- **MBA in Data Science and Analytics: USP - University of São Paulo** 2021 - 2023
Data Science, Machine Learning, Deep Learning, Algorithms, Business Intelligence. (São Paulo - Brazil)
- **Mechanical Engineering: UFJF - Federal University of Juiz de Fora** 2013 - 2018
Probability and Statistics, Algorithms and Data Structures, Mathematics. (Juiz de Fora - Brazil)

EXPERIENCES

- **Data Scientist** 03/2024 - Today
Groupe Renault (Customer Usage Team) | Specialization Internship (Paris - France)
 - Project management for calculating confidence intervals from sampled data, ensuring their representativeness and improving the accuracy of analyses for strategic decision-making.
 - Development of machine learning models to identify key variables and their uncertainties, enhancing insights into customer behavior and supporting targeted marketing strategies.
- **Data Analyst (CRM)** 06/2021 - 12/2023
Itaú Unibanco, Brazil - Largest Bank in Latin America | Full-time Position (São Paulo - Brazil)
 - Database Management: Optimization and analysis of large databases, including audience segmentation, data querying (SQL), and process automation with SAS Guide.
 - Application and development of machine learning techniques to address cross-departmental challenges and promote innovation. Employment of clustering and artificial intelligence to understand customer behavior and provide strategic recommendations.
 - Creation and evaluation of CRM campaigns (Salesforce), focusing on more effective interaction journeys across channels such as email, SMS, and push notifications. Analysis of performance to optimize engagement and conversion rates.
- **Data Scientist** 06/2018 - 06/2019
B3 - Brazilian Stock Exchange | Internship (São Paulo - Brazil)
 - Development of advanced data analyses and predictive models (machine learning) for credit, liquidity, and default risk, applied to vehicle financing and investment portfolios.
 - Creation and processing of quantitative and qualitative variables to provide insights that supported data-driven strategic decisions.
 - Data visualization: presenting insights and metrics to clients and partners.
- **Data Analyst** 01/2017 - 01/2018
Embrapa - Brazilian Agricultural Research Corporation | Internship (Juiz de Fora - Brazil)
 - Conducting statistical analyses and creating dashboards to illustrate biogas production, with a focus on innovative optimization of fuel generation.

TOOLS / TECHNICAL SKILLS

Python (Numpy, Pandas, Scikit-learn, Matplotlib) | R Studio | Salesforce (Marketing Cloud, CDP and Einstein) | SQL | Machine Learning | Data Analysis | Google Cloud Platform/GCP (BigQuery, Vertex AI) | SAS (CI, Guide and Viya) | Google Ad Manager and Analytics| Excel | PowerPoint | PowerBI | Tableau | Jira | Confluence | Agile | Hadoop | GitHub | GitLab

EXTRACURRICULAR EXPERIENCES

- **Hackathon and Bootcamp from HEC & Institut Polytechnique de Paris:** Data Science competition [2023/ 2024, Paris]
- **Data Battle Hackathon:** Data Science competition in partnership with AWS Cloud [2022, Brazil]
- **Google Data Analytics Professional Certificate:** Certification [2021, Online]
- **Teaching Assistant in Calculus at UFJF:** Advanced calculus in higher mathematics [2014 - 2018, Brazil]
- **Junior Enterprise at UFJF:** Marketing Manager (led a team of 7) [2017 - 2018, Brazil]
- **Volunteer Software Developer at UFJF:** Developed software using MATLAB [2015 - 2017, Brazil]

LANGUAGES

- **Portuguese:** Native
- **English:** Advanced (96/120 TOEFL)
- **French:** Intermediate / Learning

SCHOLARSHIPS / AWARDS

- France: French Government Excellence Scholarship
- Brazil: Ranked first in university entrance exam
- Brazil: Young Talents for Science - CAPES Scholarship