

## Skills

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**Core:** Data Science, Data Analysis, Machine Learning, Data Visualization, Projects and Stakeholders Management.

**Fields:** Banking, Credit Risk, Mobility, Classifieds, Marketing, Monetization.

**Languages:** SQL, Python (NumPy, Pandas, scikit-learn, seaborn, matplotlib), SAS, VBA.

**Frameworks:** Tableau, Redshift, Presto, Snowflake, KNIME, SAS, AWS, Google Analytics, Microsoft Office.

## Work Experience

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### **Tripadvisor** – Lead Data Analyst

*Lisbon, PT | Jul 2022 – Present*

- Product analytics supporting Membership and Trip Planning C2C teams (present).
- Product analytics for Hotels and Restaurants B2B solutions (until Apr-2023).
- Leadership and management of a small team of analysts.
- Responsible for the Sprint process for prioritizing demands from more than four key BUs.
- Analytics projects management of global teams, including stakeholders from several backgrounds and different levels of data expertise.
- In deep product and user behavior analysis.
- Business and product performance and projects' roadmap definition.
- Responsible for implementing, tracking, and assessing A/B experiments and incrementality analysis.

### **OLX Group** – Regional Data Analyst Specialist

*Lisbon, PT | Oct 2019 – Jul 2022*

- Data Analyst focused on quantitative analysis for Growth and Marketing team (Acquisition, Engagement, Performance, CRM, Branding), and Strategy and Monetization team for Bulgaria, Portugal, and Romania.
- Mentoring and coaching other analysts, as well as advocating a data-driven mindset across the company.
- Project management among several local and global teams, including stakeholders management of leaders from several backgrounds and different levels of data expertise.
- Define and optimize pricing strategy and portfolio.
- Define and analyze special campaigns and new products.
- Design dashboards, process automation, data extraction, data quality, and analysis workflows.
- Responsible for building an ROI model to optimize marketing investment.
- Studies of user segmentation, cohorts, lifecycle, engagement, churn, and user frequency.
- Responsible for implementing, tracking, and assessing all regional comms, including A/B test and incrementality analysis.
- Leading a CRM transformation to enable marketing automation for non-technical coworkers.

### **C6 Bank (Digital bank)** – Lead Data Scientist

*São Paulo, BR | Sep 2019 – Oct 2019*

- Lead of four Data Scientists focused on data, analysis and modeling support for the whole bank, with main focus on credit and collection risk and marketing.

### **Uber (Technology)** – Marketing Insights Manager - Data Scientist

*São Paulo, BR | Dec 2018 – Aug 2019*

- Analyze user behavior and generate insights that drive marketing and business strategy.
- Design experiments, models and dashboards, analyzing and interpreting the results.
- Choose the proper KPI, implement and analyze impacts of market strategies, including A/B tests and causal impact for online and offline campaigns.
- Present and report findings to Latin American senior management, working closely with the research team.

- Co-lead Uber Brazil analytical employees group; Lead promotion of LGBTQIA+ inclusion and diversity at Uber.

**Itaú Unibanco (Banking) – Sr. Data Scientist**  
Data Scientist

São Paulo, BR | May 2017 – Dec 2018  
São Paulo, BR | Apr 2014 – Apr 2017

- Data Scientist focused on credit, collection, and financial analysis. Using datasets of hundreds of millions of rows and tens of thousands of features, delivering a profit of tens of millions of dollars per year.
- Experience in creating credit dashboards, models, business policies and implementation of Economic Capital (PD, EAD, LGD).
- Responsible for making standard and non-standard studies/models in Python, SQL, SAS and Spark languages using Machine Learning techniques such as Logistic Regression, K-Means, Decision Trees, Gradient Boosting, Random Forests, Deep Learning (TensorFlow and Keras).
- Studies and models using Relationship Networks graphs to predict credit, fraud, customer behavior, etc.
- Delivery end-to-end analytical process (from framing the problem to communicating the results).

**Banco Votorantim (Banking) – Risk Audit Analyst**

São Paulo, BR | Jun 2013 – Apr 2014

- Risk Audit Analyst of Models and Processes.
- Internal Audit, compliant with standards of the Central Bank of Brazil, implementing ICAAP, seeking to adopt internal models for capital allocation (Basel II).
- Examination and testing of substantive and quantitative risks and compliance: policies and strategies for risk management systems to measure, monitor and control exposure to risk; Regulatory and Economic Capital Models; documentation and reporting.

**EY (Accounting/Consulting) – Business Analyst**  
(Advisory)

São Paulo, BR | Oct 2011 – Jun 2013

- Financial Market Business Analyst.
- Advisory in Basel II subjects.
- Responsible for the independent calculation of Mark to Market (MtM) of Derivatives (Futures, Forwards, Swaps and Options), NDFs, Debentures, Bonds (among others) of many companies and banks. In addition, conducting sensitivity analysis, formulation of worksheets for calculation and revision of calculation methods, always seeking the best practices.

**Education**

<b>Udacity</b> – Data Engineering Nanodegree	Jun 2021
<b>Udacity</b> – Deep Learning Nanodegree	Feb 2021
<b>Udacity</b> - Machine Learning Engineer Nanodegree	Jun 2020
<b>Coursera</b> - Deep Learning Specialization	Feb 2018
<b>Udacity</b> - Machine Learning Nanodegree	Oct 2017
<b>edX</b> - XSeries Program Data Science and Engineering with Spark	Sep 2016
<b>Universidade de São Paulo (USP)</b> - MBA in Financial Engineering	Dec 2015
<b>Universidade de São Paulo (USP)</b> - Bachelor of Science in Physics - Qualification in Astronomy	Dec 2012

**Languages**

<b>Portuguese</b>	Native
<b>English</b>	Fluent
<b>Spanish</b>	Intermediate
<b>French</b>	Basic