GUSTAVO FERREIRA

DATA SCIENTIST PROFILE

STEM OPT eligible (no sponsorship required)

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Philadelphia, PA

215-452-8065

Innovative, results-producing professional with comprehensive experience in leadership positions. Passion for data science, machine learning, and data analysis. Well-versed in collecting business data, analysing information, and developing improvement and enhancement solutions based on their findings.

Proficient in Python, SQL, Machine Learning, Scikit-learn, Pandas, NumPy, Matplotlib, Seaborn, Plotly, Tableau, NLP, Spacy, NLTK, Web Scraping, Jupyter Notebooks, NetworkX, Excel, Final Cut Pro, Photoshop, Illustrator, and InDesign. Strong leader; manage teams to achieve individual and collective corporate goals. Talent for quickly learning new information, procedures, and technologies.

**EDUCATION:**

**MASTER OF SCIENCE IN DATA SCIENCE**

Drexel University, Philadelphia, PA.

GPA **3.97**, End 3/21

Course Work:

Natural Language Processing

Machine Learning

Advanced Programming Techniques

Data Acquisition & Pre-Processing

Data Analysis & Interpretation

Database Management Systems

Computer Science

Social Network Analytics

Data Analysis at Scale

**Bachelor of Arts in Journalism**

PUCPR - Curitiba, Parana, Brazil

**AREAS OF EXPERTISE:**

- Data Analytics - Machine Leaning - Attention to detail

- Data Visualization - Social Network Analysis - Strategic Planning

- Project Execution - Technology Alignment - Numerical Skills

**LANGUAGES:**

**Portuguese, Spanish**

**ACCOMPLISHMENTS:**

• **Improved customer's audience more than 40 times**; updated key procedures.

• **Used audience data** to develop editorial project that totaled **1.3M+ copies**.

• Implemented **data analysis processes** that used readers and news stories data that substantiated increased ad conversions.

**PROFESSIONAL EXPERIENCE:**

**DATA ANALYST (2015 – 2019)**

Banquinho Publishing House

Acquired and analyzed **data generated by more than 6 million unique readers per month**. Achieved shared vision and optimums by supervising a multidisciplinary team composed of analysts, developers, journalists, designers, and interns. Attained desired outcomes by leading POP portal, the sixth biggest news portal in Brazil. Directed web design and editorial teams as well as delivered detailed **insights based on data** to two full redesigns of the portal. Held full accountability for suggesting **innovative metrics** to advance decision-making regarding content, advertising conversion, user interface, and website traffic.

• Significantly improved portal audience from 150 thousand readers / month to 6M readers / month in just six years using structured data.  
• Built an impressive record of advancement; established company.

**CONTENT MANAGER (2008 - 2015)**

Banquinho Publishing House

**Managed a team of 32 professionals**, responsible for publishing more than 1,500 texts per month. Directed editorial projects that totaled more than 1.3 million copies. Leveraged data visualization for reporting multiple high-impact stories.

**FOUNDER (2015 – 2019)**

Inverted Studio

Accomplished bottom-line results; devised and rolled-out-driven plan for managing organization. Attained desired outcomes through coordination with financial, production, and design teams. Identified and capitalized data opportunities for competitiveness, profitability, and growth.

• Leveraged data to enhance efficiency and decreased average production time of clients’ projects in 40% and production costs in 26%.  
• Credited for creating and providing branding projects to 200+ companies.