Guilherme

Performance Specialist | Intelligence & Growth Strategy

ROOCRUIT

São Paulo, Brazil

PROFESSIONAL SUMMARY

Data Analyst with 12+ years of experience translating complex datasets into actionable business insights. Skilled in SQL, Python, Excel, and BI tools (Looker, Power BI, Data Studio), with a strong background in building dashboards, modeling marketing funnels, and supporting data-driven decision making. Expert in optimizing acquisition and retention strategies for B2B and B2C across fintech, telecom, healthcare, and tech industries within global environments.

KEY SKILLS

- **Languages & Data:** SQL, Python, Excel (Advanced), GA4 data export
- **BI & Visualization:** Looker, Power BI, Data Studio
- **Analysis:** Funnel modeling, A/B testing, ROI analysis, cohort analysis
- **Business:** Stakeholder communication, cross-functional collaboration, growth strategy

PROFESSIONAL EXPERIENCE

Project Planning Specialist   **Sep 2023 - Present**

Major Latin American Telecommunications Corporation

- Designed and automated dashboards (Looker, SQL, Excel) to monitor CPL, ROAS, retention, and funnel drop-offs.

- Supported strategic decision-making by extracting and analyzing first-party and media performance data.

- Partnered with BI and Sales Enablement to align marketing data pipelines with company KPIs.

- Built reports that improved speed of response to underperforming channels by 30%.

Performance Marketing Specialist   **June 2022 - Jan 2023**

International Cryptocurrency & Fintech Platform

- Conducted in-depth data analysis on acquisition and retention funnels across LATAM and APAC.

- Reduced CPA by 28% and improved ROAS by 35% by applying SQL-based segmentation and statistical testing.

- Delivered actionable insights to stakeholders via custom dashboards and cohort analysis.

- Collaborated with product teams to align data insights with feature launches.

Digital Analyst   **2012 - 2022**

Various Marketing Technology & Digital Agencies

- Built and analyzed reports for clients across fintech, retail, and healthcare sectors.

- Designed data-driven strategies that enhanced lead generation and conversion optimization.

- Acted as client-facing analyst, translating data into clear business recommendations.

EDUCATION

MBA, Business Intelligence with Big Data

Unipe (2016 - 2018)

Bachelor of Communication (Focus on Digital Media)

UFPB (2011 - 2015)

Handpicked and pre-vetted by RooCruit - Connecting South African Talent with Global Opportunities.