

Fábio Barcelos
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Objective: Marketing / Data Analyst

A Brief Summary

I aim to contribute with expertise in logic, marketing tools, ideas, and analytical vision, as well as to learn from the team. With a background in exact sciences and a curiosity for the digital world since my gaming days, I found the perfect blend of organizational skills and data analysis in Digital Marketing. This allows me to explore my critical thinking and creativity.

Academic Background

- **Bachelor's in Business Administration: 2018 - 2023**
PUC MINAS
- **Growth Marketing: 2019**
GAMA ACADEMY
- **Metallurgical Engineering: 2011 - 2016 (interrupted)**
UFMG - FEDERAL UNIVERSITY OF MINAS GERAIS

Professional Experience

Marketing and Data Analyst – Mar 2024 Cactus Gaming

Analysis and automation of operational and marketing data.

Creation of dashboards using PowerBI.

Assistance in decision-making for strategic marketing channels.

- **Marketing Analyst: 2022 - 2023**

Farmácia Eficácia

Check-list and on-page/off-page SEO optimization;

Data analysis to support campaign decisions and A/B testing on Google Ads and Facebook Ads;

CRO (Conversion Rate Optimization);

E-commerce product cataloging; Keyword research and analysis; Analysis using SEMRush and Google Analytics; Support for social media and sales teams.

Market Intelligence: Benchmarking of direct and indirect competitors

- **Freelancer in Marketing and Data Analysis Projects: 2019 - 2020**

SEO and CRO work on website and blog for improved conversion and ranking;
Marketing and sales data analysis;
Editorial calendars for Social Media and Blogposts;
Segmented E-Mail Marketing;
Creation and programming of push notifications.

- **Social Media: 2019 - 2021**

Natufarma LTDA

Branding and Inbound Marketing strategies for social media;
Creation of content calendars;
Instagram and Facebook posts and stories;
Development of calls-to-action and prospecting campaigns (Facebook Ads).

- **Social Media: 2018 - 2019 Personal Trainer Luiz Paulo**

Inbound Marketing:

Social media management; Contacting and converting leads; Content production in videos, images, and text.

Outbound Marketing:

Contacting and converting leads;
Production and distribution of cards and flyers.

- **Freelancer: 2018 - 2019**

Production and sale of homemade sweets
Production of homemade sweets;
Purchase of supplies;
Inventory control; Cash control; Sales.

- **Freelancer**

Accounting Assistant: 2016

Sales accounting;
Inventory control;
Excel spreadsheet creation.

Volunteer Work

- **Resgatocão: 2020 - Present**

Assistance in donation collection, animal rescue, adoption fairs, adopter screening.
Creation of digital and printed materials for animal and project promotion.

- **My First Business: 2018**

Assistance to high school students in creating a fictional joint-stock company. They were supposed to learn about areas such as marketing, finance, HR, operations, as well as hierarchy and resource raising for their company.

Skills and Certifications

- English: Fluent
- Spanish: Basic
- Microsoft Office
- Google Suite
- Udemy Certification: UX and Design Thinking
- Rock Content Certifications: Content Marketing - Web Content Production - Social Media Management - Branding - Instagram Marketing
- Advanced Excel Course by SENAC-MG
- 1st Place Startup Weekend Smart Cities BH (04/2018)