

# VICTOR MARTINO

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## SENIOR BUSINESS ANALYST

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<https://www.linkedin.com/in/victormartino> | <https://github.com/victormartino>

### PERSONAL INFORMATION

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Brazilian, Italian  
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Rua Santa Madalena, 72,  
São Paulo, SP, Brazil  
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### PROFILE

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- Business Analyst with **5+ years in consulting**. Big 4 experience.
- Effective communicator in **English, Spanish and Portuguese**.
- **Analytical thinker** with a track record of identifying and solving business issues through **gathering and documenting business requirements**, performing **data analyses**, **conducting interviews with key stakeholders**, and elaborating benchmarks with competing companies.
- Experienced in marketing campaigns, including **analyzing customer behavior**, establishing goals, and **coordinating the execution between strategy and marketing teams**.

### SKILLS

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#### Data Analysis

SQL

Python

Excel

PowerPoint

PowerBI

Communication

Creativity

Strategic thinking

### EXPERIENCE

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Senior Business Analyst – Customer Intelligence Inc

#### 2021-Current

- Provided essential **data-driven decision support** through detailed analyses and reports, contributing to informed decision-making within the **payments industry**.
- **Performed** Gap Analyses **and** established **Portfolio Optimization Strategies** to increase sales and maximize profit **for financial institutions across Central and South America**.
- Developed and executed **digital marketing campaigns** to increase **credit card usage and acquisition**, leading cross-functional, **international teams of 3-10 people**.
- **Developed and prioritized recommendations** for product lifecycle management, balancing quick wins, medium-term actions, and long-term strategies.

### EDUCATION

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Pontifícia Universidade  
Católica de Minas Gerais

#### 2014-2017

BA in International  
Relations

Pontifícia Universidade  
Católica de Minas Gerais

#### 2018-2019

MBA in Foreign Trade &  
International Business

Global Trade & Indirect Tax Consultant – Ernst & Young

#### 2019-2021

- Spearheaded projects for major **energy, construction, and automobile companies**, focusing on **optimizing taxation** for enhanced cost efficiency.
- Developed and implemented strategies to maximize cost efficiency through **customs and tax planning**, ensuring compliance with regulations.
- Formulated **tax models** to simulate scenarios for business implementation and modernization in multiple locations, successfully achieving lower tax burdens for client operations.