



Kelly Castro

Data Engineering, Big Data & Analytics



Phone
+55 41 9 9591 1771



Email
kelly@decastro.com



Portfolio
www.kellyc.com.br



LinkedIn
www.linkedin.com/in/castrokelly

EXPERIENCE



Digital Transformation Intern

Aker Solutions | January 2023 - Currently

- Assist in the development of Dashboards in Power BI for the Digital Transformation area and other departments of the organization;
- Assist in managing the demand for requests for new Power BI dashboards for the organization;
- Assist in updating the area's KPIs. With critical analysis of processes and statistical analysis of data;
- Help to promote actions for continuous improvement and digitization of activities.



Web Designer

Contraktor- Tecnologia S/A | January to August 2022

- WordPress development and landing pages;
- Growth experiments (Google Optimize), results analysis, integrations and SEO project development;
- Web Stack migration to AWS Lightsail and implementation of Git versioning.



Web Developer

Mestres Ninja Internet Ltda / July 2017 to August 2022

- Web development of websites and E-commerce;
- Nginx, HTML, CSS, Bootstrap, WordPress, Woocommerce, Analytics, Mautic.

★ Mentor Idea Review - Curitiba Virtual Winter 2020 / Founder Institute

★ Startup & Makers - Campus Party Brasil 2017

★ Finalist "Geração empreendedora 2017 / Desafio Paraná"



Marketing manager

Encontre um Nerd S.A. / September 2015 to October 2016

- Strategic planning and execution of communication and marketing;
- Community leader with 10,000 nerds (2015-16);
- Inbound marketing, content & PR.

★ Startup & Makers - Campus Party Brazil 2016.



Entrepreneur

Fenestra Ateliê / May 2011 to September 2013

- Information and Communication Technology Agency;
- Audiovisual production and Web Development with Joomla, Magento, and WordPress CMS's.

SUMMARY

Combining an academic journey from a Bachelor of Arts in Performing Arts to a Bachelor's in Software Engineering, I sought to learn in all life contexts and contribute to issues I find relevant: Free Software, Sustainability and Diversity.

My mission is to integrate Free Software practices and digital innovation to develop solutions that minimize environmental impact, improve collective well-being, and encourage energy efficiency.

EDUCATION

• Data Science

Master of Business Administration - MBA
2024 - 2025

Instituto de Ciências Matemáticas e de Computação - USP

• Data Engineering and Big Data

Lato Sensu Postgraduate - Specialization
2023 - 2024

Escola Politécnica da Universidade de São Paulo

• Software Engineering

Bachelor of Engineering
2021 - 2024

Centro Universitário Internacional - UNINTER

• Arts in Theater

Bachelor of Arts
2001 - 2006

Universidade Federal de Ouro Preto - UFOP

IT SKILLS

Business Intelligence

Hadoop & Big Data

Spark

SQL

Python

Infoviz

○ Languages:

• Portuguese (Native Speaker)

• English (B1 - Intermediate level)

COURSES AND EVENTS

- **1º Fórum Lusófono de Governança da Internet**
NIC.br / September 2023
 - 16h30
- **Descarbonização no setor de O&G**
Universidade do Setor de Petróleo e Gás - UnIBP / September 2023
 - 16h
- **Fundamentos de Gestão de Projetos em Inovação**
Universidade do Setor de Petróleo e Gás - UnIBP / September 2023
 - 16h
- **14º Seminário de Proteção à Privacidade e aos Dados Pessoais**
NIC.br / August 2023
 - 24h
- **Innovation Management**
UNIVERSIDADE FEDERAL DO PARANÁ / May 2023
 - 32h
- **Seminário IA Generativa e a Web no Brasil**
NIC.br / May 2023
 - 7h
- **Big Data & Analytics**
FIAP / March 2023
 - 60h
- **Software Testing**
UNIVERSIDADE FEDERAL DE MINAS GERAIS / March 2023
 - 20h
- **Business Intelligence (BI)**
FIAP / January 2023
 - 40h
- **Design for Privacy**
Instituto de Tecnologia e Sociedade (ITS Rio) / December 2022
 - 7h
- **V Encontro da Rede de Pesquisa em Governança da Internet**
UNICAMP / November 2022
 - 6h
- **XXVIII Simpósio Brasileiro de Sistemas Multimídia e Web**
Sociedade Brasileira de Computação - SBC / November 2022
 - 44h
- **Cybersecurity Essentials**
Cisco Networking Academy / October 2022
 - 30h
- **XIII Congresso Brasileiro de Software 2022: Teoria e Prática**
Sociedade Brasileira de Computação - SBC / October 2022
 - 40h
- **Containers para Produção, fazendo do nosso jeito!**
NIC.br / September 2022
 - 3h
- **FIB12 - Fórum da Internet no Brasil**
NIC.br / June 2022
 - 29h30min
- **Curso Introdução à Governança da Internet: aspectos técnicos e sociais**
Escola de Governança da Internet / November 2021
 - 40h
- **XXXVI Simpósio Brasileiro de Banco de Dados IX Symposium on Knowledge Discovery, Mining and Learning**
Cefet-RJ / October 2021
- **Ciência de Dados com Reprodutibilidade usando Notebook Jupyter**
Sociedade Brasileira de Computação / October 2021
 - 3h
- **Projeto de Bancos de Dados NoSQL**
Sociedade Brasileira de Computação / October 2021
 - 3h
- **XVIII Congresso Latino-Americano de Software Livre e Tecnologias Abertas - Latinoware 2021**
Parque Tecnológico Itaipu / October 2021
 - 27h
- **FIB11 - Fórum da Internet no Brasil**
NIC.br / July 2021
 - 23h

AFFILIATIONS

- **Sociedade Brasileira de Computação (SBC)**
Membership Number: 57364
Category: Student
Member Since: 04/29/2021

OTHER INTERESTS

-  Trekking
-  Photography
-  Budhism
-  Music