Dyego Marçal Seabra

Data Engineer

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PROFESSIONAL SUMMARY

- Senior Data Analyst with 4 years in data, building load pipelines with data quality validation in BigQuery (GCP) for datasets with billions of rows per month at TIM Brasil.
- Built Prometheus, a Python platform integrated with BigQuery through the Google Cloud SDK where more than 500 marketing campaigns are registered every week: validation at the point of entry cut registration errors by 20% and saved the team 12 hours a week.
- In my own projects, I built Apache Airflow ingestion pipelines that load the Meta Marketing API and payment data into PostgreSQL with incremental loads, and I compute ROAS and LTV per campaign.

PROJECTS

Growth OS, customer analytics platform | Direct Response client
2026

- Apache Airflow ingestion pipelines that consume the Meta Marketing API (REST API) and payment data into PostgreSQL, with watermark-based incremental loads and idempotent reprocessing.
- SQL data modeling of RFM, retention cohorts, LTV and ROAS per digital marketing campaign, with a conversion funnel and attribution of net revenue to media spend, served through a TypeScript API.

LLM sales agent for WhatsApp
2025 – 2026

- Multi-agent bot in n8n and DeepSeek that classifies each message into a funnel stage, scores the lead with structured JSON output and uses a reviewer agent that audits every reply before it is sent.

Nexum Finance, personal finance with AI
2026

- Migrated the app from Lovable and Supabase to self-hosting: Fastify backend, own PostgreSQL in Docker and automatic deploys through CI/CD on GitHub Actions.

PROFESSIONAL EXPERIENCE

Senior Data Analyst | act digital, allocated at TIM Brasil
Apr 2025 – present | Remote

- Developed load and validation pipelines in BigQuery, with Cloud Storage and dynamic SQL, used by other analysts every day, and used Cloud Scheduler to schedule the creation of a BigQuery dataset.
- Built Prometheus from scratch, a Python, NiceGUI and BigQuery platform that automates the registration and validation of more than 500 marketing campaigns a week; it cut registration errors by 20% and saved the team 12 hours a week.
- Analyze marketing campaigns across several business lines in datasets with billions of rows per month.
- Created Looker Studio dashboards and KPIs for processes that had no tracking.
- Mentor a junior analyst on task planning, code review and day-to-day work.

Data Analyst | act digital, allocated at TIM Brasil
Sep 2024 – Apr 2025 | Remote

- Replaced the manual spreadsheet upload to BigQuery with an executable that keeps an auditable history of every load.
- Built a validator for more than 20 spreadsheets from different requesters that points to the cell with the error and consolidates everything into one file.
- Automated three manual Excel routines with Python applications and saved the team 8 hours a week.
- Automated the split of a main file into 10 files by vendor and channel (SMS, push and RCS).

Business Intelligence Analyst | TIM Brasil, through act digital
Apr 2023 – Jul 2024 | Remote

- Delivered about 10 Power BI dashboards integrating DB2, Oracle, SharePoint and spreadsheets.
- Automated in VBA the generation of about 60 documents a month for ANATEL, the telecom regulator: each one took about 3 hours of manual copying, and all of them started coming out standardized from a single spreadsheet.
- Developed a Power BI dashboard to track more than 10,000 pieces of equipment, with stock control and traceability.
- Structured the tracking of about 90 expiring contracts and supported renewals with the owners.
- Took over BI routines from different areas during vacation coverage, each with its own sources and rules.

Business Intelligence Analyst | Emex Telecom
Mar 2022 – Apr 2023 | Rio de Janeiro, Brazil

- Was the company's only data analyst, serving Operations, Finance, Sales, Call Center and Inventory.
- Developed more than 30 dashboards in Power BI and Metabase for the KPIs of these five areas.
- Automated the income statement and management reports that were built by hand every month.
- Developed a churn model in Python and scikit-learn with the real customer base.
- Managed the SQL database and the configuration of the Hubsoft ERP.

Technical support and customer service | Emex Telecom
Jul 2020 – Feb 2022 | Angra dos Reis and Rio de Janeiro, Brazil

TECHNICAL SKILLS

Python · SQL · LLMs and agents (n8n, MCP) · GCP (BigQuery with partitioning, Cloud Storage, Cloud Scheduler, Cloud SDK) · Apache Airflow · Meta Marketing API · REST APIs · Batch ETL · Data modeling · PostgreSQL · Oracle · DB2 · Git · CI/CD (GitHub Actions) · Docker · Linux · FastAPI · Power BI · Looker Studio.

SOFT SKILLS

- **Business communication:** I turn marketing requests into technical specifications and train the people who will use the tools I deliver.
- **Technical leadership:** I mentor a junior analyst with task planning, code review and coaching.
- **Autonomy:** I was Emex's only data analyst, responsible for five areas at the same time.
- **Adapting to new contexts:** I covered BI routines from different TIM areas during the owners' vacations, each with its own sources and business rules.

EDUCATION

B.Sc. in Computer Science, Estácio, 2020 – 2025.

COURSES

- dbt, in progress.
- Databricks and PySpark, in progress (DIO mentoring on the Big Data ecosystem).
- Statistics, Alura.
- Machine Learning, Alura.
- Python, Alura.
- Data Visualization, Alura.
- Web Development, Alura.

LANGUAGES

Portuguese (native) · English (intermediate, B1).