

CLAUDIA SOUZA

DATA ANALYST

Professional with 10 years of experience in the public sector and 4 years as an office manager. Over the past 4 years, I have specialized in Data Analytics and Business Analytics, applying SQL, Excel, Power BI, and Google Data Analytics to generate actionable insights in marketing, sales, and performance indicators (KPIs). Skilled in dashboards, predictive analysis, and supporting data-driven strategic decision-making.

 +55 (73) 98181-4195  Ibirapitanga, Bahia – Brazil  contato@claudiasouza.com.br  www.claudiasouza.com.br

CORE SKILLS

- Data Analysis & KPIs
- Business Analytics
- Data Visualization (Power BI, Excel, Google Data Studio)
- SQL & Databases
- Data-Driven Decision Making
- Marketing Automation & Traffic Management
- Predictive & Statistical Analysis

PROFESSIONAL EXPERIENCE

Freelancer (CEO Marketing)

(CEO – Marketing & Data Analytics) | Jul 2022 – Present

- Managed paid traffic on Facebook Ads, Google Ads, and LinkedIn.
- Implemented Pixel, Conversion API, and Google Analytics for campaign tracking.
- Designed and executed sales funnel strategies (launches, evergreen, order bump, upsell, downsell).
- Conducted campaign data analysis and optimized performance metrics.

Empresa Baiana de Águas e Saneamento – EMBASA

Administrative Services Assistant | 2022 – Today

- Collected and analyzed data in the water monitoring system.
- Performed consumption and billing analysis.
- Handled customer service and internal service requests.
- Controlled office and maintenance supplies.

Empresa Baiana de Águas e Saneamento – EMBASA

GOffice Manager | 2018 – 2022

- Managed billing, revenue collection, and accounts receivable.
- Monitored construction works and maintenance services.
- Controlled inventory of hydraulic maintenance materials and chemical products.
- Coordinated administrative and operational teams.

Empresa Baiana de Águas e Saneamento – EMBASA

Administrative Services Assistant | 2012-2018

- Collected and analyzed data in the water monitoring system.
- Performed consumption and billing analysis.
- Handled customer service and internal service requests.
- Controlled office and maintenance supplies.

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EDUCATION

Undergraduate Degree in Marketing

Anhaguera • 2024

MBA DATA SCIENCE AND ANALYTICS

University of São Paulo (USP) | 2024 – 2026

Data Analytics Training

Preditiva • 2025

LANGUAGES

Portuguese

Native

English

Advanced

COURSES & CERTIFICATIONS

AWS Discovery Day – Cloud Computing (5h)

Ka Solution (2024)

Git & GitHub Version Control

Academia PME (2024)

SEO for Beginners

Mirago (2024)

English Language Program (3200h)

Fisk (2004 – 2007)