

MARCELO P. NOGUEIRA

BI Analyst | Power BI | Excel Data Visualization | HSE
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PROFESSIONAL SUMMARY

Professional with a background in Big Data and experience in operational management and design, working on data analysis, organization, dashboard creation, and generating insights to support decision-making. Knowledgeable in **Power BI** and **Excel**, applied in academic and professional projects. Design background adds clarity and visual communication to reports. Interested and trained in **Health, Safety, and Environment (HSE/TST)**, with projects focused on operational indicators and safety process monitoring.

TECHNICAL SKILLS

- **Business Intelligence:** Power BI, Excel (dashboards, KPIs, reports)
 - **Data Analysis:** data cleaning and organization (academic projects)
 - **HSE / TST:** knowledge of occupational safety standards and monitoring operational indicators
 - **Tools:** Power BI, Excel, Figma
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DATA ANALYSIS PROJECTS (Academic)

- Data analysis with Excel and Power BI (cleaning, organization, and visualization)
 - Creation of dashboards and KPIs for academic projects and operational simulations
 - HSE projects: data analysis and safety performance indicators in case studies
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EDUCATION

Course	Institution	Status/Completion
• Postgraduate in IT and Project Management	Faculdade Libano	Ongoing (Expected 2026)
• MBA in Artificial Intelligence	Faculdade Libano	Ongoing (Expected 2026)
• Technologist in Big Data (Data Analysis)	Universidade Cruzeiro do Sul	Completed: December 2025
• Data Analysis	Hashtag Treinamentos	Ongoing (Expected 2026)
• Occupational Safety Technician	SENAC	Completed: June 2013

PROFESSIONAL EXPERIENCE

M7Data | Designer & Freelancer | 2020 – Present

- Digital content production: design of social media posts and online marketing materials
- Print materials: creation of flyers, brochures, business cards, posters, catalogs
- Editorial design: layout of magazines and books

HSE / TST Projects and Experience

- **Academic projects and portfolio:**
 - Development of safety dashboards in Excel and Power BI;
 - Analysis of health, safety, and operational performance indicators.
- **Practical experience and complementary activities:**
 - Participation in safety activities on construction sites and projects, monitoring risks, safety indicators, and procedures, applying Occupational Safety Technician knowledge;
 - Complementary courses and trainings, including **Firefighting Training (CBRJ)**.

Production Management | Graphic

- Leadership and coordination of production team (30 employees);
- Administrative and financial management: responsible for budgets, cost control, and invoicing;
- Procurement and negotiation: supplier management and direct client negotiations for contract closure

International Experience | USA

- Professional experience in multicultural and dynamic environments (CVS, Subway, PCF, among others);
 - Developed adaptability, discipline, and rapid learning skills.
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ADDITIONAL COURSES

- Data Analysis (Excel, Power BI, SQL, Python) – Hashtag Treinamentos (Ongoing)
- Prototyping and Interface Design (Figma) – EBAC
- Editorial Graphic Design – SENAI
- English as a Second Language – Joseph P. Keefe Technical School (EUA)