Carlos Gouveia

Product Management · KPIs and Metrics · Requirements Gathering · Agile · Data Analysis

São Paulo, Brazil · carlosgouveia.pm@gmail.com · linkedin.com/in/carloslnly · carlosgouveia.is-a.dev

SUMMARY

Product-focused professional with a technical background in data and software development. Experience defining product KPIs and metrics, gathering requirements with stakeholders, documenting business rules and coordinating agile teams, working in English with international teams and clients. I use data to support and validate decisions, with hands-on Python, SQL and dashboards. Computer Science student at PUC-SP, graduate in Systems Analysis and Development and graphic design technician.

EXPERIENCE

Social Media Manager | Freelance, education niche *Oct 2026 – present*

- Content planning and production to attract new students to a technical course, tracking post performance to adjust the strategy.

Data Analyst (Intern) | Cignamed *May 2026 – Oct 2026*

- Merged three databases with different codes and naming (about 950K answers) into a single dataset through automatic column matching: a process that took about 2 months now takes 2 minutes.
- Structured data collection instruments in REDCap, with forms and validation rules to prevent inconsistencies at the source.
- Data quality audit: 200+ duplicates and hundreds of inconsistencies identified and fixed, with corrections documented in a traceable log.
- Developed dashboards and web applications to visualize indicators and support the research team's decisions.
- Documented variable dictionaries and data collection templates, ensuring consistency across different sources.

Project Manager | BlazingBoost (freelance) *Jan 2025 – Dec 2025*

- Coordinated 2 teams of 6 people serving 30 concurrent clients in an international operation, using agile practices.
- Gathered requirements from stakeholders and translated them into actionable specifications for the teams.
- Mapped and documented operational workflows, business rules and dependencies between process stages.
- Tracked deadlines and deliveries, with ongoing communication and alignment in English with teams and clients.

Product and Data Analyst | OrderHub (freelance) *Mar 2025 – Jul 2025*

- Defined KPIs and tracking metrics for the product and the operation, building the management reports used by leadership.
- Defined business rules and wrote functional documentation of workflows and dependencies between stages.
- Mapped data sources and information flows: data origins, transformation rules and consumers of each output.
- Monitored deliveries, tests and validations, ensuring results matched the defined rules.
- Took part in planning and refinement meetings with an international team, in English.

SKILLS

Product: KPI and metrics definition · Requirements gathering · Business rules and functional documentation · Process mapping · Stakeholder alignment

Methods: Scrum and agile practices (planning, refinement and delivery tracking)

Data: Python (pandas) · SQL (PostgreSQL) · BigQuery · Power BI · Advanced Excel · Exploratory analysis

Tools: Notion · Figma · REDCap · Git · HTML/CSS · Illustrator · Photoshop

Languages: Portuguese (native) · English (fluent, professional work with international teams)

EDUCATION

B.Sc. in Computer Science | PUC-SP *expected 2027*

Technologist Degree in Systems Analysis and Development | Anhembi Morumbi University *completed*

Technical Diploma in Graphic Design | Etec Carlos de Campos *completed*

VOLUNTEERING

Volunteer | Confraria dos Miados e Latidos *Jun 2025 – Aug 2025*
Helped with animal transport and the adoption process.

Community Manager | CAPE PUC-SP (student association) *Jan 2024 – Jun 2024*
Produced graphic materials and helped manage social media.