GABRIEL ROMEO TOMAZ

Analytics Engineer | Data Pipelines | Python, SQL, Cloud & BI

Analytics Engineer with more than 5 years of experience in ecommerce and retail media. I've worked extensively with data pipelines, analytics engineering, and business intelligence. I have hands-on experience in building comprehensive data solutions using tools like Airflow, Python, SQL, and various cloud services. From raw data ingestion all the way to self-service analytics in Power BI, Looker, and Metabase, I thrive in environments where I can bridge the gap between stakeholder discussions and coding, ensuring that the data is not only reliable and well-structured but also ready to support informed decision-making. Open to relocation and eligible to work in the EU.

SKILLS

- Google Suite
- AWS Services
- Microsoft 365
- VTEX

- Python
- SQL
- Airflow
- Snowflake

- Looker
- Power BI
- Salesforce
- Metabase

EDUCATION

FEDERAL UNIVERSITY OF RIO DE JANEIRO (UFRJ) - BSc ECONOMICS   **2015 – 2021**

EXPERIENCE

VTEX / VTEX ADS / DATA & ANALYTICS SPECIALIST   **May 24 – Jul 25**

- Designed and owned end-to-end data pipelines for campaign budget consumption, financial reconciliation and performance analytics.
- Built ELT workflows using Python, SQL, AWS (S3, Redshift) and Airflow, enabling reliable and scalable data ingestion.
- Modeled analytical datasets to support advertisers and publishers with campaign observability.
- Developed operational and analytical dashboards using Power BI and Metabase, increasing product self-service and reducing operational load.

Achievements: Contributed to significant and consistent monthly revenue growth (+20%) by enhancing performance across all aspects—financial control, product management, data pipeline development, and campaign operations—of the product's journey.

VTEX / DEAL STRATEGY / DEAL ARCHITECT   **Jan 23 – May 24**

Architecture Validation: Ensured scalable and secure architectures for the platform's major deals across all regions, aligning commercial decisions with the involved partners and product capabilities.

Data Pipelines:

- Developed a pipeline for automatic measurement of Lighthouse performance scores across stores.
- Ingested Web Application Firewall (WAF) data to enhance the VTEX Shield security add-on.

VTEX / [DCS PROGRAM](#) / TRAINEE   Jul 21 – Dec 22

External Certified Marketplaces [Jun 2022 – Dec 2022]

- **Automation:** Developed Python automations using VTEX and Mercado Livre APIs, reducing migration time from a month to a week, using these tools in the migration of 3 key clients that generate in total more than R$ 1MM in monthly sales through the platform's native connector currently.
- **Dashboard Enhancement:** Deprecated a monthly updated Excel sourced dashboard with a daily-refreshing dashboard using Power BI and Redshift Data Lake.

Cross Border Initiative [Feb 2022 – May 2022]

- **Business Model Structuring:** Assisted in structuring sales processes and implementing cross-border operations.
- **Key Contribution:** Instrumental in constructing the sales deck; actively involved in the internationalization of two of the platform's major clients. You can see one of them [here.](#)

Support Agent [Jul 2021 – Jan 2022]

Delivered expert technical support to Tier 3 clients utilizing Zendesk, Postman, and Splunk to diagnose and resolve complex technical issues.

FAST SHOP / MARKETPLACE / BI ANALYST   May 21 – Jul 21

Marketplace Marketing: Structured marketing operations for the newly launched marketplace.

Dashboard Development: Created dashboards to support marketing efforts and track performance metrics.

B2W / SHOPTIME / INTERNSHIP   Sep 19 – May 21

Strategic Planning: Assisted in planning site campaigns, including investments in coupons, discounts, rebates, and shipping promotions.

Budget Allocation: Played a key role in daily operations and budget allocation for campaigns.

Achievements:

- **Sales Increase:** Developed a new shipping discount strategy, increasing marketplace sales by approximately 30% in key categories (Furniture & Home Appliances).
- **Dashboard Creation:** Built dashboards to manage and track campaign performance, enhancing decisionmaking processes.

CONTACT

Rio de Janeiro, RJ - Brazil

+55 21 99762-7444

gabrielrtomaz@gmail.com

[linkedin.com/in/gabrielromeo/](#)