DARLAN RODRIGUES

FINANCIAL DATA ANALYST & BI SPECIALIST

Corporate Finance & TaxTech | Data Analytics (SQL/Power BI/Python) | Business Intelligence Brazil | Open to international relocation | On-site, Hybrid or Remote
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PROFESSIONAL SUMMARY

Data Analyst with 15 years of corporate experience operating at the intersection of Finance, Accounting, and Data Engineering (FinTech/TaxTech). Proven expertise in applying Data Analytics and Artificial Intelligence to audit financial processes, optimize cost structures, and mitigate regulatory risks in complex corporate environments.

Recognized for leading digital transformation initiatives within finance departments, combining deep corporate accounting expertise with advanced proficiency in Power BI, SQL, and Python. Skilled in developing robust Business Intelligence solutions and predictive models that enhance governance, improve reporting accuracy, and drive data-driven executive decision-making.

CORE COMPETENCIES (HARD & SOFT SKILLS)

- **Financial Data & Compliance:** Statutory Reporting & Digital Auditing, Corporate Tax Planning, Regulatory Impact Analysis & Risk Mitigation, Financial Data Cross-Checking.
- **Data Stack & Analytics:** Power BI (Advanced DAX, Data Modeling, RLS, Visualization), SQL Server (T-SQL, Views, Procedures), Python (Pandas for ETL & Automation), Advanced Excel (VBA / Power Query).
- **Leadership & Strategy:** Executive Communication & Data Storytelling, Cross-Functional Team Leadership, Technical-to-Business Translation, Strategic Business Vision.

FEATURED PROJECTS & TECHNICAL PORTFOLIO

- **Bank Churn Prediction with AI (Machine Learning & Revenue Protection):** Applied artificial intelligence and predictive algorithms integrated into Power BI to identify churn risks, showcasing advanced analytical capabilities highly transferable to revenue protection and risk modeling.
- **Customer Segmentation & Predictive Modeling (Uncovering Hidden Liabilities):** Utilized data modeling and clustering techniques to identify

financial bottlenecks and perform predictive risk auditing, bridging the gap between raw data and corporate governance.

- **Enlighten Data Story (Executive Performance Dashboard):** Developed a comprehensive business intelligence dashboard focusing on data visualization and storytelling to translate complex operational metrics into clear executive insights.

(Note: For additional AI use cases, ETL Automation, and RLS Governance Dashboards, visit my full portfolio at darlansandro.com.br/index-en)

PROFESSIONAL EXPERIENCE

Freelance Financial Data & BI Consultant

Self-Employed | Jan 2023 – Present

Provide strategic consulting services focused on financial restructuring, process automation, and Business Intelligence implementation for corporate departments.

- Achieved up to 20% cost savings for clients through strategic classification review and corporate regulatory alignment.
- Reduced operational rework by 80% by automating financial and reporting processes using SQL and VBA.
- Designed executive dashboards (P&L, Cash Flow, Financial KPIs) to support senior management decisions.
- Developed Python/SQL simulations to assess cash flow impacts and forecast corporate financial scenarios.

Senior SQL & Data Specialist

Hashtag Treinamentos | Sep 2025 – Present

Strategic technical support and code auditing for advanced corporate data modeling and BI scenarios.

- Responsible for advanced technical support involving SQL Server, Python, Power BI, Advanced Excel, and VBA, solving complex challenges in data modeling, routine automation, and performance optimization.
- Provide consultative support focused on translating real-world corporate problems from students into scalable solutions (efficient queries and scripts), actively working on integrated analytical scenarios within the Data Analytics program.
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Senior Accountant & Financial Manager

Gestcontábil | Jan 2008 – Dec 2022

Led full-cycle accounting and tax operations for mid-to-large corporate clients, ensuring compliance with complex corporate income tax (CIT) frameworks and statutory reporting standards.

- Managed full financial compliance and corporate regulatory reporting.
- Pioneered the integration of technology into accounting, implementing digital auditing and automation processes for retail and industrial clients.
- Supported executive leadership in financial and strategic decision-making.
- Interpreted corporate financial legislation and conducted administrative defense procedures.

Administrative & Financial Manager

Rede Erguer Passos Construções | Aug 2000 – Jul 2008

- Led 60% growth in fixed assets over 7 years through structured financial planning and rigorous cost control.
- Implemented financial governance frameworks and pioneered management reporting systems for the board of directors.

University Lecturer - Accounting

Faculdade Dom Luiz | 2009

- Taught Tax Accounting, Managerial Accounting, and Auditing disciplines.

EDUCATION

- **Postgraduate Degree in Data Analytics & Applied AI** - FNAT (2026)
- **Postgraduate Degree in Tax Management** - Faculdade Visconde de Cairu (2014)
- **MBA in Digital Accounting** - Faculdade Pitágoras (2012)
- **Bachelor's Degree in Accounting** - Faculdade Dom Luiz (2010)

LANGUAGES & INTERNATIONAL EXPERIENCE

- **English (Intermediate):** 17-week intensive program at Mount Maunganui Language Centre (**New Zealand**), focused on corporate communication, conversation, and writing.
- **Portuguese:** Native