

# Paulo Rosário

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## SUMMARY

Software Engineer with 10+ years of experience working in internet companies. Currently @Odoo easing the pain of upgrading custom codebases.

## EXPERIENCE

August 2021 - Present

### Senior Data Engineer

Odoo SA, Remote

- Analyze business requirements and create technical specifications. Develop and maintain code customizations to tailor Odoo's software offer to specific business flows.
- Upgrade backend and frontend code customizations to newer versions of Odoo standard.
- Develop migration scripts to adapt databases to the newer code in a programmatic and reproducible way.
- Experience working with clients on SaaS, Odoo.sh and on-premise.

January 2019 - July 2021

### Senior Data Engineer

Zalando SE, Berlin

- Design business processes for 200+ engineering teams to implement privacy respecting measures in tens of thousands of storage instances (databases, caches, queues, cloud and local file systems, email servers, etc...) and data processing applications.
- Specify, design and implement a data privacy solution based on "scoped" pseudonymization of data in transit and at rest that protects all users' personal data in a data breach scenario while enabling Zalando to automatically fulfill the most technically challenging rights of the data subject like the Right of Access (Art. 15), Right to be Forgotten (Art. 17), Right to Data Portability (Art. 20), Right to Restriction of Process and Right to Object (Art. 18 & 21).

April 2018 - December 2018

### Senior Data Engineer

Factory Market Retail GmbH, Berlin

- Implemented several workflows for retail/sales data consolidation, ETL and analytics (airflow).
- Managed an Apache Airflow deployment with 20+ Dags.
- Integrated retail POS data into ERP system.
- Developed a simple webapp to automate Facebook Ads creation based on product inventory data.
- Developed suite of scripts to automate category managers repetitive tasks (daily kpis reporting, promotions rollout, etc...).
- Deployed and maintained a python based open source data visualization solution (Redash).

April 2016 - March 2018

### Senior Technical Consultant

crealytics GmbH, Berlin

Together with the Innovation Hub and Customer Solutions teams, I've:

- Helped test and implement a title optimization feature into our main product, camato.
- Developed an internal analytics tool that will enable the Account management and BI teams to create, execute, modify, share and schedule analysis across all our clients' marketing data.
- Maintained some custom software solutions developed for our clients and slowly replacing / porting them to our new, container-based, service-oriented architecture.

June 2012 - March 2016 (3 years, 9 months)

### Analyst → Associate → Senior Technical Consultant

deltamethod GmbH, Berlin

• Helped to develop, maintain and execute an internal tool for automated AdWords account auditing.

- Developed inventory based ad copy status and keyword bidding management solutions, integrated in our main product, Campaign Suite.

• Executed online market landscape analysis, backing up the Sales team.

- Developed several performance monitoring scripts to enable our clients to easily react to different events, from seasonal traffic spikes to human error.

• Helped to develop and maintain a recommendation system based on automated analysis to the clients' AdWords accounts.

- Developed an automatic negative keyword management solution integrated in the main product, Campaign Suite.

• Developed an internal web application (frontend and backend) to monitor several pieces of software developed for our clients over the years.

## EDUCATION

2009 - 2012

### Airline Transport Pilot Licence of Airplanes

Leávia, Tires - Portugal

2007 - 2010

### Master of Architecture

Attendance of the 2<sup>nd</sup> year, 72 ECTS concluded.  
Universidade Lusíada de Lisboa - Portugal