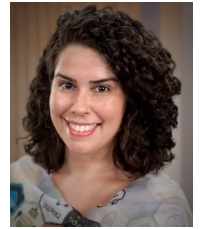


Nathália Demetrio Vasconcelos Moura

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Educator Summary

With 15+ years of hands-on data expertise and 5 years in education, I've delivered over 500 hours of instruction, impacting over 20K professionals with a strong focus on Data & AI literacy.

Explore my complete career journey, please visit: bit.ly/resume_NathaliaDemetrio

Educational Professional Experience

Data & AI Education Leader | Advanced Analytics Educator (Jan/2020 to present, 5y)

LinkedIn Learning | Insper | IME-USP | MasterSchool & Global Enterprises (Remote – BR & EMEA)

Design and deliver tailored courses for MBAs, executives, and enterprises through top institutions, including LinkedIn Learning & MasterSchool (EMEA) and Insper & IME-USP (Brazil, remote).

- Achievements: 40,000+ students trained on LinkedIn Learning with a 4.9/5 average rating.

Data Scientist Consultant

(Oct/2020 to Jan/2023, +2y)

Itaú Unibanco – Remote, Brazil

Initially engaged in Data & Analytics Literacy initiatives, I progressively took ownership, leading to the creation of the D&A Hub, sponsored by the Director of Technology. Subsequently promoted to focus exclusively on the newly established Data & Analytics Literacy program.

- Achievements: Doubled the course catalog; Scaled participant engagement from 400 to 10,000+ professionals within six months

Core Competencies

- **AI Education & Engagement** – Expertise in designing and delivering engaging AI literacy programs, fostering enthusiasm, and driving widespread AI adoption.
- **Stakeholder-Driven AI Solutions** – Proven ability to translate business needs into practical AI solutions and ensure alignment with stakeholder objectives.
- **Change & Transformation Leadership** – Skilled in guiding organizations through AI adoption, managing change processes, and cultivating a data-driven culture.

Teaching Experience

My approach is consistently practical and accessible, covering key areas such as described below:

I. AI Literacy & Data-driven Culture (teaching hours: 83 hours)

- Ethics and Privacy in Data Analysis – Data-Driven Culture: KORU (4h - Feb/25)
- Design Methods for Data Science – MBA Data Science and Decision: Insper (45h - Jan/25)
- Data Product Manager – Data & Analytics Workshops: Insper (3x 4h - Feb, Jun and Nov/24)
- KPIs and Measure Theory – Experiments Design Course: Devinte (2x 3h - Jan and Jun/24)
- Turning Data into Valuable Assets – MBA Business Data Driven: Trevisan (16h - Sep/23)

II. Data Analytics & Business Analytics (teaching hours: 114 hours)

- Exploratory and Descriptive Data Analysis – Data-driven Decision Making: KORU (4h - Mar/25)

- [Exploratory Data Analysis](#) – Executive Education: Insper (2x 27h - Jun/24 and Oct/24)
- Marketing Analytics – MBA Business Data Driven: Trevisan (12h - Jan/24)
- Growth Hacking – Data & Analytics Workshops: Insper (4h - Oct/23)
- Data Analysis – MBA Business Data Science: Trevisan (24h - Jun/23)
- Marketing Analytics Labs – MBA Data Science and Decision: Insper (16h - Oct/20)

III. Data Science & Machine Learning (teaching hours: 68 hours)

- [AI Introduction](#) – Portuguese Language Library: LinkedIn Learning (2h - Jul/24)
- ML Fundamentals with Python – [Data Analyst Course](#): Masterschool (24h, offered monthly since Mar/25)
- DataPrep and Feature Engineering – Executive Education: Insper (18h - Sep/21)
- Predictive Models Advanced – MBA DS and Decision Labs: Insper (12h - May/20)
- Predictive Models – MBA DS and Decision Labs: Insper (12h, Jan/20)

IV. Data Visualization & Storytelling (teaching hours: 220 hours)

- [Learning Data Visualization](#) – Portuguese Library: LinkedIn Learning (2h - Apr/24)
- Data Storytelling – Certificate Course: ASN.Rocks (2x 15h - Feb/24 and Oct/24)
- DataViz II – MBA Data Journalism, Automation and Storytelling: Insper (2x 30h - Jul/23 and Jul/24)
- Advanced DS & DataViz – MBA DS & Decision: Insper (2x 16h - Mar/22 and Sep/21)
- Advanced DS & DataViz – MBA DS & Decision Lab: Insper (3 x 32h - Mar/21, Jan/21, Jun/20)

V. Toolbox : BI Tools & Scientific Programming (teaching hours: 118 hours)

- R Programming Introduction – Summer Course: IME-USP (6x 15h - Jan/25, offered yearly since 2020)
- [Dashboards in Power BI](#) – Portuguese Language Library: LinkedIn Learning (1h - Oct/23)
- [R Programming Language for DS](#) – Portuguese Language Library: LinkedIn Learning (3h - Aug/23)
- Advanced Technologies for DS/BI – MBA Business Data Driven: Trevisan (24h - Mar/23)

Educational background

- **MSc in Statistics** - Brazil - USP, University of Sao Paulo (Feb/2011 to May/2014, **3y**)
1st LATAM institution in the Times Higher Education World University Rankings
- **BSc in Statistics** - Brazil - UFPE, Federal University of PE (Aug/2006 to Aug/2010, **4y**)

Languages

- **Portuguese:** native ; **English:** advanced (CEFR-C1) ; **Spanish:** conversational (CEFR-A2)

Volunteer work

- Mentor & Career Coach – [Geek Girls Portugal](#) (2024 to present, **1y**)
- Community Organizer & Event Coordinator – [R-Ladies São Paulo](#) (2019 to 2023, **5y**)
- Data Stewardship & Governance Advisor – [Regional Statistical Council](#) (2018 to 2023, **6y**)

Looking to learn more about my data expertise? (portuguese website) bit.ly/NathaliaDemetrio

Nathália Demetrio Vasconcelos Moura
Lisbon / 2025