gabriel bocchini

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summary

I´m a professional with 10+ years experience in Corporate and Luxury Travel. In the last 4 years I´ve being fully responsible for the management of the OTA FRONTUR Turismo (and it´s digital products) located in Iguassu Falls - Brazil and with regional market share including the Parana State, Northwest Argentina and west Paraguay. I'm the bridge connecting developers/programmers to the company needs (Product Owner) and also the market/consumer data supplier for the marketing/publicity department.

My formal education include a bachelor´s degree on Tourism by UNIOESTE (Universidade Estadual do Oeste do Parana - State University) an my main professional experiences directly related to travel agencies (management and key accounts) and e-commerce.

Since kid, I was always envolved with technology (from hardware to small scripts!). Now I´m trying to migrate to a career purely in programming or purely IT related business. For this, I have being arduously studying, learning and building with Python and R, as well as the Django framework (web), REST and machine learning/statistic modeling with focus in data analysis and BI. I´m also very aware about Agile and XP methodologies. This will be a big leap for me personally and professionally! Besides changing career, I also look for working with people/companies that share more of my personal values.

My main professional and personal caracteristcs are: extreme flexibility and adaptation to new work environements and working methods. Absolutely available for business trips or relocation. Strong networking, communication skills, courses, seminaries and congresses are present all over my professional path.

education

Univ. Estadual do Oeste do PR - UNIOESTE
Tourism Management
Foz do Iguaçu, State of Paraná
Graduated January 2005

employment history

Frontur - Turismo e Câmbio
OTA/E-commerce Manager
January 2015 - Present

- support to the sales team on operational/comercial matters related to the company e-commerce;
- bug analysis/report to IT team;
- new opportunities and webiste enhancement based on latest statistics/user feedbacks/market surveys;
- Capacitation/presentation of the OTA features to the company stores (4 in Iguassu Falls, 1 in Paraguay);
- support on Customer Service team;
- contact and negotiation of commercial conditions with suppliers (tourism related and IT);
- analysis/control E-commerce Balance Sheet;
- Cost management and decisions;
- Income Statment analysis and decisions;
- support to the finantial team;
- Planning with the Marketing and advertisement Team online advertisement campaigns;
- Analysis and approval of advertisement material;
- Analisys and suggestion of online advertisement budget to the directory on online campaigns;
- Implementation and control of online advertisement (AdWords, BingAds, Google Display Network, etc)
- Analysis of KPIs and report on online advertising campaigns to directory and Marketing Team;
- Daily data analysis and online campaigns/advertises tunning;
- Coordination AB tests;
- Familiar with metologies: Agile (product owner) and Scrum
- CRM Management;
- BI/Insights (data fetching)

Frelancer Translator/Interpreter
Frelancer Translator/Interpreter
Foz do Iguaçu, State of Paraná
January 2007 - Present

Translation/revision/correction on web content (main areas: tourism/hotel websites; IT and consumer electronics manuals).

Frontur Turismo e Cambio
Travel Consultant/Agent
Foz do Iguaçu, State of Paraná
April 2010 - January 2015

- Client´s prospection;

- Air and hotel reservations (corporate and leisure travel - BR and overseas);

- Travel packages (leisure mainly - BR and Overseas)

Naipi Operadora de Turismo e Eventos
Congresses/Fairs Agent
Foz do Iguaçu, State of Paraná
January 2008 - February 2010

- Client´s prospection;

- Air, hotel and transfer reservation for congresses/fairs attendants and corporate accounts;

Itaipu Binacional
Ecomuseum Tour Guide // Translator-interpreter
Foz do Iguaçu, State of Paraná
November 2002 - June 2005

- environmental education for local community and students;

- Guiding (mainly foreign) EcoMuseum visitors;

- Translation/Interpretation on lectures and eventual business meetings.

hobbies & interests

- IT

- Programming

- Reading

- Walking with no destination in mind

professional skills

Product Management	Advanced
Product Owner	Advanced
Web Metrics	Expert
Python	Intermediate
Django (Python Web Framework)	Intermediate
HTML5	Advanced
R	Competent
BI	Intermediate
SQL	Competent
Agile	Intermediate
Customer Experience	Advanced
Amadeus GDS	Expert
Customer Service	Expert
Travel Management	Expert
Travel Industry	Expert
Air Fares/Ticketing/Reissuing	Expert
Corporate Travel	Expert
Google Search Console	Expert
Google Analytics	Expert
Google MyBusiness	Advanced
General Analytics	Advanced
Google AdWords	Expert
Facebook Ads	Expert
A/B Testing	Advanced
CRM	Advanced
SEO	Advanced
Digital Marketing	Expert
Sales Pipes	Advanced
Growth Hacking	Advanced
MS Excel	Expert
MS Word	Advanced
MS Power Point	Advanced
Market Research	Advanced
SABRE GDS	Intermediate

languages

Portuguese	Native
English	Fluent
Spanish	Fluent
Italian	Beginner

websites

https://gabrielb.com.br/

https://www.linkedin.com/in/gabriel-bocchini-8a57a837/?locale=en_US

https://github.com/gbbocchini