

PAULO AZEVEDO

Staff Data Scientist | Fraud Prevention • Risk Analytics • Product Analytics • Data Platforms

■ Ubatuba, Brazil | ■ +55 19 99973-8065 | ✉ ■ prgajr@gmail.com
LinkedIn: linkedin.com/in/paulo-azevedo-bb358284

PROFESSIONAL SUMMARY

Staff Data Scientist with 9+ years of experience building machine learning systems, fraud prevention platforms, risk decision engines and analytics infrastructures across fintech, edtech and large-scale digital businesses. Strong foundation in Statistics and applied research combined with extensive experience delivering measurable business impact through data products at scale.

SELECTED ACHIEVEMENTS

- 9+ years working with Machine Learning, Fraud Prevention and Risk Analytics.
- Reduced operational costs by more than 30% through predictive modeling initiatives.
- Built fraud prevention solutions operating across Brazil, Mexico, Argentina and the United States.
- Developed products generating millions in revenue.
- Built a modern analytics platform from scratch supporting product, marketing and business intelligence.
- Co-authored four scientific papers through Boeing-sponsored research at UNICAMP.

PROFESSIONAL EXPERIENCE

ELEVIFY | Staff Data Scientist — May 2026 – Present

Built the company's data platform from the ground up, owning the full analytics stack from ingestion and warehousing to product analytics and business intelligence. Designed BigQuery/Dataform architecture, implemented real-time monitoring, executed global TAM estimation across 227 countries, delivered B2B lead scoring, and identified a +18% increase in payment conversion through product analytics.

RECARGAPAY | Staff Data Scientist — Sep 2025 – Apr 2026

Led machine learning and risk initiatives across fraud prevention, onboarding and transaction monitoring. Designed real-time scoring models, transformed the rule engine into a graph-based decision framework, developed device fingerprinting capabilities and drove adoption of Databricks and modern data governance practices.

CLEARSALE / SERASA EXPERIAN | Principal / Specialist Data Scientist — Jan 2017 – Aug 2025

Led development of machine learning solutions for fraud prevention, risk assessment and digital identity protection at scale. Reduced operational costs by 30%+, launched products generating millions in revenue, built automated model selection frameworks, developed fraud detection systems and supported international operations across LATAM and the United States.

EDUCATION

University of Campinas (UNICAMP) — Bachelor's Degree in Statistics

Undergraduate Researcher in Boeing-sponsored project. Reduced aerospace simulation runtime from weeks to hours and co-authored four scientific papers.

ADDITIONAL EDUCATION & CERTIFICATIONS

Mining Complex Data (UNICAMP, 2024) • Deep Learning Specialization (DeepLearning.AI) • Machine Learning Specialization (Coursera)

TECHNICAL STACK

Python • SQL • Machine Learning • Fraud Detection • Credit Risk • Product Analytics • BigQuery • Dataform • Databricks • Spark • Azure • Analytics Engineering • MLOps