

Lincoln Macedo

Senior Data Engineer

Uberlândia, Brazil | EU work authorization (spouse's EU citizenship) | No visa sponsorship required | +55 34 99208-1769
lincolnvmacedo@gmail.com | linkedin.com/in/lincolnmacedo | github.com/lincolnmacedo

SUMMARY

Senior Data Engineer with 5+ years building ELT pipelines and lakehouse data products on Databricks and Google Cloud (BigQuery). Own a GA4 data product processing up to 1.86B events/month with PySpark, Delta Live Tables and Unity Catalog. Strong in Python, SQL, data modeling and cost optimization. Analytics engineering background, with 60+ dashboards delivered for e-commerce, pharma and retail clients.

TECHNICAL SKILLS

- Languages:** Python, SQL, PySpark
- Data Platforms:** Apache Spark, Databricks (Delta Lake, Delta Live Tables, Unity Catalog, Workflows), Google BigQuery
- Cloud:** GCP (BigQuery, Cloud Storage), AWS (S3, DMS, VPC), Azure Databricks
- Data Engineering:** ETL/ELT, Data Pipelines, Data Lakehouse, Medallion Architecture, Data Modeling, Data Warehousing, Data Governance, CDC, Data Quality
- BI & Analytics:** Power BI, Tableau, Looker Studio, GA4, Adobe Analytics, Contentsquare, Hotjar, Google Ads, Supermetrics
- Tools & Practices:** Git (GitHub, Bitbucket), CI/CD (GitHub Actions), Jira, Agile (Scrum, Kanban)

EXPERIENCE

- Senior Data Engineer**

Sep 2024 – Present

Compass.uol | Remote, Brazil

 - Own a GA4 behavioral data product (web + app) processing 800M–1.86B events/month with PySpark and Delta Live Tables (DLT), validating data quality on every table.
 - Designed a 25+ table Delta Lake model (sessions, checkout, revenue, attribution) with governance (CDF, deletion vectors, row tracking) and Unity Catalog, orchestrated by Databricks Workflows and GitHub Actions CI/CD.
 - Optimized BigQuery data models with partitioning, clustering and materialized views, improving query performance and reducing compute costs.
 - Improved processing efficiency by ~33% and cut infrastructure costs by 10%+ through Spark job optimization, cluster tuning and instance right-sizing.
 - Led an AWS migration POC ingesting ~1.5 TB via AWS DMS (CDC), validating 20%+ cost savings versus the incumbent solution.

- Data Engineer**

Nov 2023 – Sep 2024

W3haus | Remote, Brazil

 - Led data migrations from Google Sheets to BigQuery for 4 clients, redesigning ELT pipelines with Python and SQL to improve reliability and query performance.
 - Moved ~30% of projects fully to BigQuery, removing external API dependencies and saving USD 4,500+/year in subscription costs.
 - Implemented medallion architecture (bronze, silver, gold) and integrated GA4, Google Ads, X, Spotify and Kwai data into centralized BigQuery warehouses.
 - Built 15+ Power BI and Looker Studio dashboards for enterprise brands such as Petrobras, Riachuelo and Boticário.

- Data Analyst**

Jun 2021 – Oct 2023

iDigital | Remote, Brazil

 - Built and maintained GCP data pipelines (BigQuery, Cloud Storage) and Supermetrics ETL/ELT integrations for 16 enterprise clients, reducing manual work.
 - Developed 40+ dashboards in Power BI, Looker Studio and Tableau, replacing 70%+ of PowerPoint-based reporting.
 - Analyzed 400+ marketing campaigns and UX behavior (Contentsquare, Hotjar) for clients such as AbbVie, AstraZeneca, Bayer, Novartis and Sanofi.

PROJECTS

- ingestion-snowflake-retail**

Python, Snowpark, Snowflake

Loads the Online Retail II dataset into Snowflake using Snowpark Python: CSV staging, schema validation, and loading into the RAW schema.
- infra-snowflake**

Terraform, Snowflake

Provisions the entire Snowflake environment with Terraform: databases, schemas, virtual warehouses, roles, and RBAC, with dev and prod managed as code.

infra-gcp (in progress)

Terraform, GCP, BigQuery, Cloud Storage

Provisions the GCP data platform with Terraform: BigQuery datasets, GCS buckets, Cloud Run, service accounts, and IAM bindings per environment.

EDUCATION

Postgraduate Degree in Data Science and Big Data Analytics - Uniube	2022 – 2023
Associate's Degree in Digital Marketing - UNOPAR	2020 – 2021
Bachelor's Degree in Accounting - UNOPAR	2018 – 2021

LANGUAGES

Portuguese (Native), English (Professional Working (B2)), Spanish (Professional Working (B2))

CERTIFICATIONS

- Oracle Fusion AI Agent Studio Certified Foundations Associate | Oracle | Sep 2025