

MURILO REIS

Co-Founder · Data & AI Consultant · AI & Automation Engineer

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PROFILE

Data and AI specialist who turns messy operational data and manual processes into systems people rely on every day. Nearly four years shipping ETL pipelines, dashboards, predictive models and, more recently, production AI agents across Apple, a Brazilian data team, independent clients and my own products. At Apple's EMEA Sales BPR & Systems team I built the automation and reporting behind multi-billion-dollar sales programmes. Today I co-run Cork AI Consulting, helping Irish businesses find where time and money leak, fix the process, then automate it with AI that is safe, measurable and handed over properly.

Known for pairing hands-on engineering (Python, SQL, Snowflake, BigQuery, Playwright, Claude Code) with clear communication to non-technical stakeholders, in five languages.

AI Agents & Automation · Data Engineering & ETL · BI & Dashboarding · Predictive Analytics · Process Re-engineering · Stakeholder Management

EXPERIENCE

Co-Founder & Data / AI Consultant · Cork AI Consulting

Sep 2026 – Present

Cork, Ireland · AI, data and automation for small and mid-sized Irish businesses

- Co-founded the consultancy and run engagements end to end (discovery, build, validation, handover), scoping each around a measurable outcome such as hours returned or cost avoided.
- Built the delivery engine for the company's core product, the AI Opportunity Assessment: an agent that turns a discovery-call transcript into a client-branded, ROI-backed report, with an honesty gate that blocks any claim the client didn't support. Delivered to the first client before launch.
- Built a guardrailed Instagram DM assistant on Meta's Messenger Platform to answer customer enquiries 24/7 within strict rules, so it never gives a made-up answer.
- Turned 28 standalone AI workflows into a shared, version-controlled skills library, and built a knowledge base that syncs Git and Notion automatically as one source of truth.
- Co-built and shipped BlarneyKey, a free, open-source macOS dictation app that runs Whisper on the Apple Neural Engine fully offline, and designed the company's products showcase around its live demo.
- **Stack:** Claude Code, Codex CLI, Claude API, MCP, Python, SQL, JavaScript/Node, Swift, Playwright, Vercel, Notion.

Data Analyst · Apple

Nov 2025 – Oct 2026

Cork, Ireland (Hybrid) · EMEA Sales Business Process Re-engineering & Systems

- Built pipelines, automations and dashboards that Account Executives and senior leadership used to run and track multi-billion-dollar sales programmes across EMEA.
- Co-built an automated Python, Playwright, Snowflake and Claude Code agent pipeline that approves or rejects customers against programme business rules, eliminating hours of daily manual review and sharply reducing false rejections.
- Developed Playwright browser-automation workflows replacing manual data collection, validation and reporting for the team.
- Built Tableau dashboards on live Snowflake data, giving Account Executives and programme leadership visibility of sales performance, KPIs and underperforming regions.
- Built predictive scripts and statistical models on programme sales data to support forecasting and targeted outreach to historical customers.
- **Stack:** Python (Pandas, Playwright, Selenium), Snowflake, SQL, Tableau, Claude Code, Excel.

Freelance Data & Automation Engineer · Independent

Oct 2024 – Sep 2026

Remote

- Reduced manual effort by up to 80% for client teams with custom Python and RPA automation, turning hours of multi-system handling into unattended scheduled runs.
- Managed the full lifecycle for several concurrent clients, from consultation to deployed data and automation solutions, with documented handovers in Git/GitHub/GitLab.
- Ran exploratory analysis and statistical modelling to define KPIs, surface trends and forecast performance.

Data Analyst · Porto

Nov 2022 – Oct 2024

São Paulo, Brazil

- Engineered and maintained scalable ETL pipelines moving terabytes of data from disparate sources into Google BigQuery, enforcing integrity and governance.
- Optimised warehouse performance with complex SQL and stored procedures, cutting query times on heavy analytical workloads.
- Delivered BI dashboards that guided strategic decisions, translating stakeholder requirements into technical solutions.
- Drove process improvement with AppSheet apps and n8n AI workflows, and automated extraction from legacy systems (RPA) and external sites (web scraping).

IT Assistant · Marcelo Tostes Advogados

Dec 2021 – May 2022

São Paulo, Brazil

- First point of contact for IT in a busy legal office: hardware and software support, system maintenance and network configuration.

SELECTED PROJECTS

Vinted Tracker · reselling analytics & AI sales agent

2026

- Built a local-first Streamlit + SQLite app running my own resale business: 194 orders across 183 items tracked to true profit after fees, plus an LLM agent that drafts listings from photos. Guarded by 780+ automated tests.

Job-search pipeline · Python, SQLite, official job-board APIs

2026

- Collected 1,350 roles from 71 companies via Greenhouse, Lever, Ashby and Workday feeds, auto-scored 1,245 (154 hot), and generated tailored CVs checked line by line against a single source profile so nothing is invented.

EDUCATION

Bachelor's Degree, Analysis & Development of Systems · FIAP

2022 – 2024

São Paulo, Brazil

- Modules: Database Applications & Data Science, Relational Databases, DevOps & Cloud Computing, Software Design, Disruptive Architectures (IoT & AI).
- Final-year project "Ocean Drones": full-stack platform for autonomous underwater drones, with a real-time sensor-data pipeline and scikit-learn / TensorFlow models for biodiversity prediction and species classification.

CERTIFICATIONS

Python for Data Science · Alura

Oct 2023

Google Looker Studio · Alura

Aug 2023

Business Agility · Alura

Nov 2023

TECHNICAL SKILLS

AI & Agents: Claude Code, Codex CLI, Claude API, OpenAI API, agentic workflows & tool use, MCP, RAG, LangChain, prompt & evaluation design, human-in-the-loop guardrails

Machine Learning & Statistics: scikit-learn, TensorFlow, regression & classification, time-series forecasting, RFM / customer segmentation, A/B testing, hypothesis testing

Programming: Python (Pandas, NumPy, Matplotlib, Playwright, Selenium, BeautifulSoup, Requests), SQL, DAX, JavaScript / Node.js, Bash, Google Apps Script, VBA

Data Engineering: ETL / ELT design, data modelling, data quality & governance, dbt, Airflow, REST APIs, web scraping

Databases & Cloud: Snowflake, Google BigQuery, PostgreSQL, MySQL, Supabase, GCP (Cloud Run, Cloud Functions, Dataflow), AWS (S3, Lambda, Redshift)

Automation & RPA: Playwright, Selenium, n8n, UiPath, Zapier, AppSheet, PyAutoGUI

BI & Visualisation: Tableau, Power BI, Looker Studio, advanced Excel (pivot tables, Power Query, macros)

Engineering & Delivery: Git / GitHub / GitLab, Docker, CI/CD (GitHub Actions), FastAPI, Flask, Vercel, Notion, Agile / Scrum

LANGUAGES

Portuguese (native) • English (C2) • Spanish (C1) • French (B2) • Italian (B2)