

# David C Cavalcante

Philosopher, AI Consultant, Tech Lead, Researcher, Strategic Marketing & Design Specialist, Software Engineer

**Email:** [davcavalcante@proton.me](mailto:davcavalcante@proton.me)

**WhatsApp/Telegram:** [+34 684 076 318](https://wa.me/+34684076318)

**LinkedIn:** <https://linkedin.com/in/hellodav>

**GitHub:** <https://github.com/takk8is>

**Medium:** <https://davidcavalcante.medium.com>

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Trailblazing polymath with 24+ years revolutionizing marketing, design, and development. Partnered with titans like Google, Universal Music, Meta, and Nestlé to ignite breakthroughs in advertising, tech, fintech, and e-commerce. Published AI philosophy researcher via PhilPeople. Deeply immersed in AI and Machine Learning for 3+ years. Expert in trading, strategy, team leadership, agile methodologies, SEM, e-learning, and strategic marketing.

## Education

- **Google Pour Les Pros** - Agile Project Management, France, 2023
- **Vanderbilt University** - ChatGPT Advanced Data, Machine Learning, USA, 2023
- **Universidad de Alcalá** - Integrity Pacts and Public Procurement, Spain, 2023
- **Universidade Metodista de São Paulo** - Marketing, Brazil, 2014–2016

## Skills

- **AI, Machine Learning & Data Science** Languages & Libraries: Python, TensorFlow, PyTorch, Pandas, NumPy, OpenCV, Scikit-learn, Keras, LangChain, spaCy, NLTK, FastAI, Statsmodels Models & Systems: LLMs (GPT, BERT, Claude, Gemini), RAG, Vector DBs (FAISS, Pinecone), Transformers, GANs, CNNs, RNNs, RL Tools & Platforms: Jupyter, Google Colab, SageMaker, Hugging Face, MLflow, Neptune.ai, DVC Data Tools: SQL, BigQuery, Airflow, Kafka, Elasticsearch, Tableau, Power BI
- **Full-Stack Development & Engineering** Frontend: JavaScript, TypeScript, HTML5, CSS3, SASS, SCSS, React.js, Vue.js, Nuxt.js, Angular, Next.js, Figma, Adobe XD, Sketch, Zeplin, Bootstrap, Tailwind Backend: Python, Node.js, PHP, C#, C++, Java, Go, Ruby, Shell Scripting, Django, Flask, Express.js, Laravel, Symfony, FastAPI, WordPress, Magento, Joomla, PrestaShop, Strapi, KeystoneJS DevOps: Docker, Kubernetes, NGINX, Apache, CI/CD (GitHub Actions, GitLab CI), Jenkins Databases: PostgreSQL, MySQL, MariaDB,

- MongoDB, Firebase, Redis, Supabase Tools: Git, GitHub, GitLab, Bitbucket, VS Code, WebStorm
- **Cloud Infrastructure & DevOps** Platforms: GCP, AWS, Azure, Firebase Compute: EC2, Lambda, Cloud Functions Storage: S3, Cloud Storage, Firestore Monitoring: CloudWatch, Datadog, New Relic CI/CD & Automation: Terraform, Docker Compose, Helm, GitHub Actions, CircleCI Networking: Cloudflare, Vercel, Netlify, Fly.io
  - **Marketing, Growth & Analytics** Performance: Google Ads, Meta Ads, TikTok Ads, LinkedIn Ads, Telegram Ads SEO/SEM: Ahrefs, SEMrush, Moz, Screaming Frog Analytics: Google Analytics, GTM, Hotjar, Mixpanel, Matomo, Looker Studio CRM/Email: Mailchimp, HubSpot, ActiveCampaign, Klaviyo, Mautic Growth: Zapier, PhantomBuster, Lemlist, Instantly.ai, Clearbit, Apollo A/B Testing: Google Optimize, Optimizely, Unbounce
  - **Design, Multimedia & Brand** Software: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Audition, Final Cut Pro, DaVinci Resolve, Audacity, OBS Studio Disciplines: Branding, Typography, Layout, Digital Art, UX Writing, Responsive Design Prototyping: Figma, Adobe XD, Marvel, Axure, Balsamiq
  - **Content Creation & Strategy** Copywriting: Longform, UX Writing, Technical Writing, AI-assisted Content Languages: Markdown, reStructuredText, LaTeX CMS: WordPress, Ghost, Notion, Webflow, Sanity.io
  - **Enterprise & Strategic Technologies** ERP/CRM: Odoo, Zoho, Salesforce (Admin), SAP (basic) eCommerce: Shopify, WooCommerce, Magento, PrestaShop, BigCommerce Project Management: Jira, Trello, Notion, Monday.com, Asana, Basecamp, ClickUp Collaboration: Slack, MS Teams, Discord, Zoom, Google Meet
  - **Other Technologies** Legacy: COBOL, ActionScript, Flash (2002–2011) Markup/Data: YAML, JSON, XML, CSV, TOML Scientific: Julia, R (basic) Blockchain: Solidity, Web3.js, Metamask, NFT/DeFi

## Honours

- **Computer Science - Philosophy of AI** (2022–2025) **PhilPeople** <https://philpapers.org/rec/CRTBCI> Beyond Consciousness in LLMs: Investigating the "Soul" in Self-Aware AI

## Languages

- Portuguese, Spanish, British English, Catalan, German, French, Italian

## Experience

- **TeleologyHI**, Switzerland, 2023–Present, Founder/CTO/Researcher
- **Takk™ Innovate Studio**, Spain, 2022–Present, Founder/CTO
- **Ohlechef**, Spain, 2021–2022, Digital Marketing Specialist/Tech Lead
- **Sports Soccer Academy LLC**, USA, 2016–2022, Assistant Marketing Manager/Tech Lead
- **Barcelona Foundation**, USA, 2018–2022, Creative Design Director
- **Mercy For Animals Brasil**, Brazil, 2015, Digital Marketing Specialist/Tech Lead

- **ISlcrunch**, France, 2015, Art Director
- **Regional Council of Chemistry III Region**, Brazil, 2014–2015, Head of Marketing Communications
- **The Outlet**, Brazil, 2013–2015, Developer
- **E-Create**, Brazil, 2014, Developer
- **Elogia (VIKO)**, Brazil/Mexico/Spain, 2011–2013, UX Design Specialist/Developer, Art Director
- **Torie Propaganda**, Brazil, 2010–2011, Art Director/Developer
- **BM7BBK**, Brazil, 2008–2010, Designer/Developer
- **6D Studio**, Brazil, 2009, Designer/Developer
- **LV Design**, Brazil, 2007, Designer/Developer
- **Social Project Director Assistant**, Rio de Janeiro City Hall, Brazil, 2003, Assistant Educator Manager
- **Viva Rio**, Brazil ONG, 2002–2003, Assistant Educator Manager/Designer/Developer
- **SPPNET**, Brazil, 2001–2002, Designer Lead/Developer

## Certifications

- Build AI Apps with ChatGPT, DALL-E, GPT-4, 2023
- ChatGPT for Beginners: NLP AI, Excel, SciFi Writing, 2023
- Data Analysis with OpenAI API, GenAI, 2023
- Foundations of User Experience (UX) Design, 2023
- Fundamentals of Color and Appearance, 2023
- Innovative Teaching with ChatGPT, 2023
- Machine Learning with ChatGPT: Image Classification, 2023
- Open AI for Beginners: Programmatic Prompting, 2023
- Prompt Engineering Generative AI for Marketing & Advertising, 2023
- Promptly for Beginners: Build a Generative AI App, 2023
- Web3 and Blockchain Fundamentals, 2023
- Green Marketing, 2023
- Agile Project Management Practitioner, 2023
- ChatGPT Advanced Data Analysis, 2023
- Generate Images with Artificial Intelligence: Stable Diffusion, 2023
- Ableton Live: Producing Electronic Music, 2023
- Agile in Action: Drive Agile and Productive Meetings, 2023
- Audio Design for Interactive Projects, 2023
- Big Data, Human Resources and Wellbeing Management at Work, 2023
- Google Ads Search Certification, 2023
- Comparing Agile versus Waterfall Project Management, 2023
- Design Thinking: Customer Experience, 2023
- Fundamentals of Process Improvement, 2023
- Fundamentals of Fintech, 2023
- SEO Fundamentals, 2023
- Fundamentals of Project Management: Communication, 2023
- Fundamentals of Blockchain Technology, 2023
- Fundamentals of Finance, 2023
- Fundamentals of Finance: Investment Decisions, 2023
- Raising Initial Capital for Businesses, 2023

- Project Management with Jira, 2023
- Agile Project Management with Trello, 2023
- Agile Project Management Tools Comparison, 2023
- Financial Management: Profitability, 2023
- Introduction to Generative AI, 2023
- Introduction to iOS Mobile Application Development, 2023
- Landscape Photography: Iceland, 2023
- The Six Elements of Persuasion, 2023
- Improve Your Productivity, 2023
- Performing with Ableton Live: On Stage with St. Vincent, 2023
- Producing Spatial Audio in Dolby Atmos, Binaural, and Surround, 2023
- Project: Agile Project Management, 2023
- Prompt Engineering for ChatGPT, 2023
- Introduction to the Waterfall Framework in Real Estate Deal Structuring, 2023
- Essential Salesforce, 2023
- Essential Salesforce for Administrators, 2023
- Salesforce for Sales Managers, 2023
- Essential Scrum, 2023
- Tech Recruiting Foundations: Waterfall, Agile, and DevOps for Recruiters, 2023
- Essential TensorFlow, 2023
- Transitioning from Waterfall to Agile Project Management, 2023
- Google Analytics Certification, 2023
- Generative Artificial Intelligence: The Evolution of Smart Search, 2023
- Design Thinking: Facilitation of Work Processes, 2023
- Mobile Experience Certification, 2023
- Inbound Certification, 2023
- Content Marketing, 2023