

RAYAN BRACCIO

BUSINESS OPERATIONS ANALYST | DATA ANALYST | RISK ANALYTICS

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PROFESSIONAL PROFILE

Business Operations, Data Analytics and Risk Analytics professional with 2+ years in high-volume platform operations. Combines risk decisioning, QA controls, SOP design and KPI reporting with SQL/Python analytics across revenue assurance and platform enforcement governance.



01 / CAREER IMPACT

Professional Experience



Global Operations Specialist

TikTok for Business | ByteDance | Lisbon, Portugal

Oct 2024 - May 2026

- Delivered 1,000+ daily risk and integrity decisions at 95%+ quality, earning Top Performer recognition and promotion from G2 to G3.
- Owned the Lisbon Allowlist workflow as Point of Contact; partnered with Partner Success to redesign vendor SOPs and escalation guidance.
- Built KPI/backlog trackers and a centralized Second Review workflow with a 24-hour SLA, improving prioritization and auditability.
- Investigated Account Takeover, suspension and advertising-integrity cases; coordinated with Legal on brand protection and trained regional teams.



Content Moderator

Teleperformance | Lisbon, Portugal

Dec 2023 - Oct 2024

- Reviewed high-volume reported live content in a multilingual environment, applying policy consistently and documenting evidence-based escalations.
- Supported platform-safety operations through evidence review, policy adherence and consistent QA-oriented decisioning.

02 / PORTFOLIO PROOF

Featured Analytics Projects

Platform Enforcement Reliability Audit

SQL | Python | Excel | Risk Analytics | Platform Governance

Independent | 2026

- Harmonised 55 core tables across five DSA transparency reports; validated 359.85M reported measures, 85.24% automation exposure and 24.77M complaints.
- Designed an Enforcement Review Priority Score and 90-day governance cadence to target QA, appeal-linked review and severe-action controls.

Customer Churn & Revenue Assurance Audit

SQL | Python | Tableau | Excel | Business Analytics

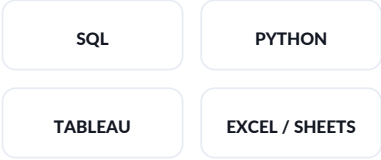
Independent | 2026

- Cleaned and validated 7,043 telecom customer records; reconciled SQL/Python KPI definitions for churn, MRR exposure and segment rules.
- Identified a priority segment with 62.92% churn and \$1.67M annualized exposure; translated insights into retention pilots and holdout guardrails.

PORTFOLIO POSITIONING

End-to-end analytics workflow: data-quality controls, SQL reconciliation, risk segmentation, KPI reporting and experiment-ready recommendations.

CORE TOOLKIT



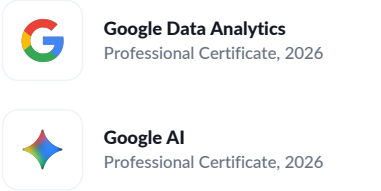
ANALYTICS CAPABILITIES

- Data cleaning & validation
- SQL/Python KPI reconciliation
- KPI reporting & dashboards
- Customer segmentation & churn analysis
- Revenue exposure / sensitivity analysis
- Decision frameworks

OPERATIONS & RISK

- Risk & fraud investigations
- Trust & Safety operations
- Platform enforcement analysis
- QA / review governance
- SOP & workflow design
- Automation / human-review analysis
- Stakeholder coordination

CERTIFICATIONS



EDUCATION

ACFA Multimedia
Sound Design & Audio Engineering
2019 - 2021

French Baccalaureate
Industrial Sciences & Sustainable Development, STI2D
2015

LANGUAGES

