

# Sr Ecommerce & Data Analyst

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## Professional Experience

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### **Ecommerce Analyst**

*Nestlé Nespresso*

09/2018 – 11/2021  
Buenos Aires, Argentina

The essential functions of this position are focused on report & analyse the performance of the ecommerce platforms, provide qualitative and quantitative analysis to the management for decision-making, and to detect opportunities for UX optimization.

- Monitoring KPIs and Behaviour Funnels
- Reporting and dashboard creation [DataStudio y PowerBI]
- Sales Forecasting
- Benchmarking across industries
- Collaborating in and leading cross-departmental projects
- Frequent communication with analysts from other markets
- A/B Testing [Google Optimize]
- UX Analysis [SessionCam]

### **Specialist in Digital Marketing & Ecommerce**

*UINO Marketing*

06/2017 – 12/2018  
Buenos Aires, Argentina

Working as a marketing consultant, focused on digital marketing and e-commerce, my primary goal was to develop comprehensive marketing plans that included from lead capture to measure customer satisfaction.

- [Web Development - Landing Pages] HTML + CSS / Bootstrap / Wordpress
- [Lead Capture] Mailchimp / Google Forms / Form ad-hoc
- [Tracking] Google Tag Manager / Facebook Pixel
- [Statistics] Google Analytics / Nubimetrics / Facebook Analytics
- [SEO] Google Trends + Google Search Console / Moz
- [SEM] Google Ads + Keyword Planner
- [Social Media Ad] Facebook Ads (Facebook + Instagram)

### **Marketing Analyst**

*Tecno-Live.com*

08/2015 – 05/2017  
Buenos Aires, Argentina

The main objective in this position is to help in the decision-making process made by the owners. Also, I was empowered to lead key projects with impact on several areas of the company.

- Design and development of commercial KPIs.
- Sales forecasting and market research for opportunities

*Projects (leader)*

- Implementation of CRM.
- Implementation of sales system, with multiple warehouses and branches.
- Process optimization all-across the company (sectors: warehouse, logistics, sales and administration).

**Fraud Prevention Analyst**

*MercadoLibre.com*

The core objective in this position is to ease the large amount of data, converting that into valuable information for managers and directors. I was part of the team designated to MercadoPago, the Payment Service Provider created by MercadoLibre.

Reports, analysis and presentations make the day-to-day basis, focused on the causes, impacts and results, as well as the recommended next steps.

- Building decision tree models based on customer and fraudsters behavior.
- Real-time payments monitoring in LatAm.
- Commercial performance on high-profile clients.
- Project planning, implementation and evaluation, all together with several teams in Argentina, Uruguay and Brazil.

08/2010 – 08/2014  
Buenos Aires, Argentina

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 **Education**

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**Bachelor of Business Management**

*UCES* 

Formation focused on business model analysis, development of business plans and the decision-making process sustained by statistical analysis and company goals.

2016  
Buenos Aires, Argentina

**Marketing Immersion 2.0**

*Universidad de San Andrés* 

Business Executive Program developed between Nespresso and the university. Given by several well-known digital marketing speakers, this 32hs duration course was designed to improve knowledge and acquire new concepts to implement in our digital platforms.

2019  
Buenos Aires, Argentina

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 **Courses**

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**Power BI** 

*EducacionIT*

2019 – 2019

**Project Manager**

*IAAP*

2014 – 2014

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 **Certificates**

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- Google Analytics 360 - Expert Certification
- Google Optimize Fundamentals
- SessionCam Fundamentals

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 **Idiomas**

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Spanish



English



Portuguese

