

Erika Gonzalez

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[GITHUB](#)
[TABLEAU](#)

[LINKEDIN](#)
[PORTFOLIO](#)

PROFESSIONAL SUMMARY

Marketing Intelligence & Growth Analyst with international experience leveraging marketing and customer data to drive acquisition, retention, and revenue growth. Strong background in performance analytics, KPI governance, LTV/CAC modelling, and experimentation, supporting data-driven decision-making and ROI optimisation. Experienced working remotely with cross-functional teams across Europe and LATAM, translating complex data into clear, decision-ready insights for marketing and business stakeholders.

TECHNICAL SKILLS

ANALYTICS & DATA: SQL | PYTHON | EXCEL | TABLEAU | DATA VISUALISATION

MARKETING ANALYTICS: CAC | LTV | ROMI | FUNNEL ANALYSIS | COHORT ANALYSIS | KPI DESIGN

EXPERIMENTATION: A/B TESTING | HYPOTHESIS TESTING | ICE/RICE

PROFESSIONAL EXPERIENCE

MARKETING INTELLIGENCE & DATA ANALYST, FREELANCE

MEXICO CITY | 03/2022 – PRESENT

Responsibilities:

- Lead multi-channel marketing performance analysis across paid and organic channels
- Define and track KPIs, including reach, engagement rate, conversion rate, and lead generation
- Develop performance dashboards and structured reporting frameworks to inform revenue and growth decisions

Achievements:

- Increased client acquisition by 3% per week for a dog training business through performance-based content optimisation
- Increased conversion rate by 30% in the first week of campaign launch by identifying high-performing formats
- Increased engagement rate by 6% and generated 6 qualified leads for a sports school tournament through funnel analysis
- Improved campaign ROI visibility by standardising KPI tracking and reporting frameworks

MARKETING & PR DATA ANALYST, NAKED MEDIA GROUP DUBLIN,

IRELAND | 05/2021 – 08/2021

Responsibilities:

- Evaluate market and audience performance using demographic and behavioural data to identify growth opportunities
- Analyse campaign performance metrics to evaluate reach, engagement, and ROI
- Develop strategic reports to support international marketing initiatives

Tools: Excel, Google Analytics, SEO tools, Performance dashboards

Achievements:

- Supported performance optimisation for The Cannabis Expo 2021, contributing to 6,000+ in-

person and 8,000 online attendees

- Improved online visibility through SEO-driven content performance analysis
- Delivered insight reports used for international campaign planning across Europe and LATAM

MARKETING & CRM DATA ANALYST, KUNG-FU LIFE SCHOOL

DUBLIN, IRELAND | 04/2020 – 08/2021

Responsibilities:

- Collect, clean, and analyse CRM and campaign data to evaluate customer engagement
- Segment customer databases to support targeted communication and retention strategies
- Analyse email marketing metrics (open rate, CTR, conversion) to optimise campaign performance

Tools: ActiveCampaign, Excel, CRM Analytics

Achievements:

- Generated 12 successful enrollments through long-term data-driven lead nurturing
- Improved customer segmentation accuracy, increasing targeted engagement effectiveness
- Optimised email timing and messaging strategy based on performance metrics

PROJECTS

MARKETING SPEND OPTIMISATION & LTV ANALYSIS | 2025

PYTHON | SQL | COHORT ANALYSIS | REVENUE MODELLING

Evaluated acquisition channel performance to assess CAC, LTV, and ROMI and inform budget allocation strategy.

- Evaluated CAC, LTV, ROMI and payback periods across acquisition channels
- Built cohort-based revenue models to assess long-term profitability
- Identified high-ROI channels and recommended budget reallocation to improve sustainable growth

[*Additional Projects Available In Portfolio](#) And [Github](#)

EDUCATION

MBA – MARKETING | DUBLIN BUSINESS SCHOOL (DBS), IRELAND

2019

BACHELOR'S DEGREE – COMMERCIAL RELATIONS |

NATIONAL POLYTECHNIC INSTITUTE (IPN), MEXICO

2008

CERTIFICATIONS & COURSES

- **Data Analytics** – TripleTen LATAM
(Data analysis, visualisation, business insights) **2025**
- Principles of Sustainable Finance – Erasmus University Rotterdam **2024**
- Driving Business Towards the SDGs – Erasmus University Rotterdam **2024**

LANGUAGES

- **SPANISH: NATIVE**
- **ENGLISH: ADVANCED (C2)**
- **FRENCH: INTERMEDIATE (B2)**