

Erika Gonzalez

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[GITHUB](#)[LINKEDIN](#)[TABLEAU](#)[PORTFOLIO](#)

PROFESSIONAL SUMMARY

Marketing Intelligence & Growth Analyst with international experience driving acquisition, retention, and revenue performance through structured analytics and experimentation. Specialised in KPI governance, LTV modelling, and performance evaluation to improve ROI visibility and marketing effectiveness. Experienced in remote collaboration across Europe and LATAM, translating data into decision-ready insights for growth-focused teams.

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

BACHELOR'S DEGREE - COMMERCIAL RELATIONS | NATIONAL POLYTECHNIC INSTITUTE (IPN), MEXICO

CERTIFICATIONS & COURSES

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

LANGUAGES

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