

Erika Gonzalez

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PROFESSIONAL SUMMARY

Marketing Intelligence & Data Analyst with 4+ years of experience transforming marketing, CRM, and campaign data into actionable business insights. Strong background in marketing analytics, customer behavior analysis, performance tracking, and dashboarding to support data-driven decision-making. Experienced in analyzing acquisition, engagement, and conversion funnels using Excel, Tableau, Google Analytics, and CRM platforms. MBA in Marketing with formal training in Data Analytics and experience working in international and multicultural environments.

SKILLS

Marketing & Business Analytics	Data & Analytics Tools	Marketing Growth
- Marketing Intelligence	- Excel (Advanced)	- SEO & Keyword Analysis
- KPI Definition & Performance Tracking	- Tableau (Dashboards & Visualizations)	- Paid & Organic Campaign Analytics
- Funnel & Conversion Analysis	- Google Analytics (GA4)	- Marketing Automation
- Customer Segmentation & CRM Analytics	- CRM Platforms (ActiveCampaign, Mailchimp)	- Data-Driven Growth Strategies
- Campaign Performance Analysis	- SQL (Basic / Intermediate - if applicable)	
- A/B Testing & Experimentation	- Python (Pandas, NumPy - if applicable)	

PROFESSIONAL EXPERIENCE

MARKETING INTELLIGENCE & DATA ANALYST (FREELANCE) 03/2022 - PRESENT | MEXICO CITY

- Analyzed social media and web performance data across Instagram, TikTok, YouTube, and websites to optimize acquisition and engagement strategies.
- Defined and tracked KPIs including reach, engagement rate, profile visits, lead generation, and conversion rates.
- Increased client acquisition by **3 new clients per week** for a dog training business through data-driven content optimization.
- Generated **200+ profile visits in the first week** of campaign launch by identifying high-performing content formats.
- Evaluated organic marketing strategies for events and campaigns, generating **6 qualified leads** for a sports school tournament.
- Delivered performance reports with insights and recommendations to improve marketing ROI.

ADMINISTRATIVE & DATA SUPPORT ASSISTANT

GLOBAL GREEN GROWTH INSTITUTE (GGGI) 10/2023 - 02/2024 | MEXICO CITY

- Supported project coordination and administrative operations through structured data organization and reporting.
- Managed procurement and logistics data, ensuring accurate documentation and compliance.

- Organized internal events and meetings, maintaining schedules, budgets, and operational records.

MARKETING & PR DATA ANALYST NAKED MEDIA GROUP | 05/2021 - 08/2021 | DUBLIN, IRELAND

- Conducted market and audience research using demographic, cultural, and consumption data to identify growth opportunities.
- Analyzed campaign performance for The Cannabis Expo 2021, supporting an event with 6,000+ in-person and 8,000 online attendees.
- Supported SEO optimization and content performance analysis to improve online visibility.
- Built insights reports to support strategic planning for international clients across Europe and Latin America.
- Coordinated data-informed media strategies and partnerships with NGOs and advertising platforms.

MARKETING & CRM DATA ANALYST KUNG-FU LIFE SCHOOL | 04/2020 - 08/2021 | DUBLIN, IRELAND

- Collected, cleaned, and analyzed quantitative and qualitative marketing data to evaluate campaign effectiveness and customer engagement.
- Managed CRM databases, ensuring data accuracy and enabling customer segmentation and long-term lead nurturing strategies.
- Analyzed email marketing performance (open rates, CTRs, conversions) using ActiveCampaign to optimize messaging and timing.
- Developed data-driven service plans based on lead behavior and engagement patterns, resulting in 12 successful enrollments through long-term nurturing.
- Supported SEO performance analysis to increase targeted website traffic and visibility.

CUSTOMER SERVICE SUPERVISOR (OPERATIONS & PERFORMANCE ANALYTICS)

STARBUCKS 10/2017 - 06/2021 | DUBLIN, IRELAND

- Tracked store performance metrics and operational KPIs, contributing to becoming the **second highest-performing store** in the area.
- Maintained **98-99% compliance** with HACCP standards through data-driven quality control.
- Trained and supervised a team of 6, improving efficiency and service quality.

LOGISTICS MANAGER (DATA & COST OPTIMIZATION) STANLEY AUTOMATIC DOORS 09/2013 - 03/2017

| MEXICO CITY

- Managed logistics budgets, forecasting, and cost optimization initiatives.
- Improved on-time delivery rates through route and scheduling analysis.
- Negotiated vendor contracts using cost and performance data.

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)**