

# FEDERICO DI TATA

## DATA ANALYST

### • WORK EXPERIENCE

#### Digital Analyst

**Buenos Aires City Government. May 2023 - Now**

- Conducted data analysis using demand-side platforms to optimize and execute programmatic advertising for government activities, including presidential and gubernatorial electoral projects.
- Utilized statistical tools to gather and analyze data on advertising performance, user engagement, and other metrics relevant to governmental and political campaigns.
- Lead training sessions for colleagues on creating effective data visualization dashboards using Google Data Studio.
- Applied a rigorous and analytical approach to problem-solving, achieving measurable results and organizational goals, even in high-impact political projects.

#### Support Agent Programmer

**Cognizant - Google Project. Sept 2022 - Apr 2023**

- Provided technical support for various Google platforms, including Google Ads, Google Analytics, Google Tag Manager, and Google Merchant Center, ensuring clients received timely and effective assistance.
- Demonstrated expertise in problem-solving, objection handling, and personalized customer engagement through calls, emails, and chat interactions, maintaining high levels of customer satisfaction.
- Conducted in-depth technical troubleshooting, helping clients navigate complex issues related to digital advertising and web analytics.
- Delivered tailored training sessions for clients, enhancing their understanding of Google's tools and empowering them to optimize their digital marketing strategies.
- Communication and referral of queries to specialized internal Google teams.

### • COURSES & SKILLS

#### Coderhouse ([Certificates](#))

- Data Analytics Career (**Top 10**)
- Data Analytics (**Top 10**)
- Excel
- Tableau (**Top 10**)
- Web Development
- Growth Marketing

#### UTN.BA ([Certificate](#))

- Advanced Excel
- Power BI
- SQL
- Project Management
- Emotional Intelligence

### • ABOUT ME

I am a communicative person, with a strong passion for providing the best data analysis, along with a great perseverance to obtain the desired results. I have a high adaptability and work versatility that allows me to be comfortable in any situation. Creative, organized and responsible. I really enjoy learning new things, my goal is a challenging and dynamic position where I can focus and, above all, share my potential and, in turn, add new experiences that boost my growth with that of, to my environment. I am committed to creating a positive impact through my digital skills, providing tangible results and contributing meaningfully to the world.

### • EDUCATION

**Universidad Nacional de San Martín**  
**Apr 2023 - Now**

Bachelor of Data Science



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