JAQUELINE RAZO

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WORK EXPERIENCE

Hearts & Science Nueva York, USA - **Remote**

Marketing Science Supervisor | 2023 – Present
- Developed and implemented ETL pipelines for modeling and analytics initiatives using Amazon Redshift.

  - Curated data for marketing models, specializing in Multi-Touch Attribution (MTA) while overseeing Marketing Mix Modeling (MMM) and Last Touch Attribution (LTA).

  - Managed data for all marketing campaigns in the consumer business model, including Fiber, National Mobility, Local Mobility, and Corporate for main client **AT&T USA.**

  - Successfully handled an annual budget exceeding $1.5 billion dollars.

- Created comprehensive Tableau Dashboards to facilitate business decisions and present ROI results to stakeholders, highlighting the team's continuous efforts.

- Proficient in concepts related to data ingestion pipelines and data storage, including Data Warehousing, and Data Lakes.

- Possess knowledge and practical experience in validating data management systems.

- Recruited and trained a data-oriented team, fostering motivation, independence, efficiency, and the ability to work under pressure with a solid sense of priority setting.

- Applying solid project management skills to handle multiple projects in a fast-paced environment.

- Skills include data cleaning troubleshooting, support in performance tuning and optimization, and bottleneck problem analysis.

Senior Marketing Science Analyst | 2022 – 2023
- Automated QA analysis using python scripts and Power Automate which reduced number of major incidents by 95%.

- Lead an international team of 4 people to manage, operate, and support the engineer process of data extraction.

- Constructed a comprehensive monthly forecasting model to allocate budget to different partners based on historical data, seasonality, and campaign goals for main client **Hallmark**.

- Prepared and presented weekly, monthly, quarterly, and campaign reports with actionable insights to CMOs.

- Structured KPIs based on measures that contribute directly to the organization's objectives, while implementing various studies (A/B testing, Conversion Lift, Brand Lift, Multi-touch, etc.) for strategy optimization, closely monitoring KPIs such as CPA, Conversion Rate, and ROI.

- Overseeing digital marketing operations with a focus on both paid and unpaid channels, including Google Ads, TV, social media (Facebook, TikTok, X, etc.), geolocation, and in-app solutions. Handling campaign setup, optimization, audience strategy, and creative briefing.

- Trained the MarTech team on the use of advanced Tableau features.

Web Developer - Remote

Freelance | 2021- Present

- Conceptualize, created, and managed dynamic web pages using appropriate technologies (HTML, CSS, JavaScript, Web CMS)
- Provided training for continuous updating of websites.

- Ensure the technical feasibility of UI/UX designs.

- Worked with national and international clients like United Nations MÉXICO (UNODC).

- Devised various custom responsive WordPress sites from design comps that included advanced WordPress features, such as custom post types, advanced custom fields, and API connections.

Data Analyst

Capital Digital CDMX, México | 2021

- Data extraction with MySQL, Facebook API (JSON), Google Analytics API, Twitter API, YouTube API, Emplifi, Web scraping, and Automation Scripts.

- ETL: Data cleansing for analysis by removing duplicates, errors, or outliers via Excel, Power Query, and Python (Jupiter Notebook, Google Colab).

- Created a system that allows the tracking of KPIs assigned to editors and content creators of brands such as Pictoline, Chilango, Unocero, Local, Travesías, DeMemoria and Sopitas. Subsequently, this data was transformed into weekly and monthly reports that HR and Finance departments use to measure employee performance and ROI, helping to have a better overview of the company's efficiency and profitability, and control the content that is published in the different channels.

Project Manager

RBN Trade Mexico CDMX, México | August 2019 - November 2020

- Collaborated on the **export of agricultural products** (maize, beef, and pork) to China.

- Directed **communication with foreign clients** regarding product information and customs requirements.

- **Translated**, from English to Spanish, videoconferences to enhance the communication between seller and buyer.

- Coordinated the **benchmarking** for multiple brands within international markets (EU, USA, China, UK) to identify areas of opportunity for Mexican agricultural products.

Sales & Fashion Consultant

Massimo Dutti, INDITEX | November 2018 - June 2019

- Outperformed the compliance of the assigned budget.

- Developed effective communication and empathy, which improved my **customer acquisition and retention**.

- **Increased** the sales of not displayed products or with little demand through **online orders**, generating more profits and freeing up space in the warehouse.

- Collaborated on the visual organization of the store, focused on **maximizing the engagement** with customers, thus increasing sales and profitability of the commercial space.

LEADERSHIP EXPERIENCE

[Vélez Foundation](#) | **2023**
Collaborated in the transmission of online classes throughout Latin America that promote the physical, mental and emotional well-being of the elderly.

[Quinta Carmelita Foundation](#): **Management App Design| 2020**

Designed of an app that aims to simplify the data administration of the Foundation, making a diagnosis of its main needs and designing a user experience (UX) that guarantees the accessibility of all its users through a friendly interface.

Planning and Management Director[: IMEF Universitario Tec de Monterrey](#) | **2019**

Organized **16 academic events** focused on leadership, conscious capitalism, business development, and finance.

Market Research & Analysis Trainee

[Brainnest Germany](#) | August 2021 - October 2021

- Collected data on consumers, competitors and marketplace and consolidated information into actionable items, reports and presentations.

- Understood business objectives and designed surveys to discover prospective customers' preferences.

- Provided competitive analysis of statistical data on various companies' market offerings, identifying market trends, pricing/business models, sales and methods of operation.

Persuasive Sales Trainee

[Diageo Mexico](#) | March 2021 - August 2021

- Building **long-term relationships** with customers (Point of Sales: restaurants, clubs, bars and cafeterias).

- Worked closely with customers, acting as an **all-round business consultant** to identify how they can make their business more profitable.

- **Training** in handling objections, sales drivers, sales skills, sales tools, and types of customers.

SKILL & CERTIFICATION

Languages: Fluent in Spanish and **English.**
Programming Languages: HTML, CSS, **JavaScript and Python.**
Skills: Excel, SQL, PowerBi, Tableau, Google Data Studio, Docker, Wordpress, **Copywriting**, **Cloud Computing**, Event Planning, **UX Design**, User Research, Project Management, Adobe Photoshop / Lightroom / Filmorax, Google Analytics, **Googling, Git & GitHub.**
Certifications: AZ900 Microsoft Azure ID 991783187, **200-101: Meta Certified Marketing Science Professional,** Cambridge FCE, TOEFL, Pearson, Certifications issued by SME Trade Academy 2020: Export Sales and Negotiation | How to Access International Markets |Introduction to International Transport and Logistics.

EDUCATION

University

Bachelor in Global Business | Tec de Monterrey, campus Ciudad de México | 2018 - 2020

Major Computer Systems Engineering | Minor Management | TecMilenio (online) | expected 2024

Exchange Programs: Wilfrid Laurier University, Ontario | Summer 2017, Mérici collégial privé, Quebec | Summer 2018