

JUAN AGUILERA | BUSINESS ADMINISTRATOR AND MARKETING SPECIALIST |

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PROFESSIONAL SUMMARY

Results-driven professional with a solid background in data analysis, project management, and digital marketing. Experienced in leveraging data to drive strategic decision-making and optimize processes. Proficient in developing reports, dashboards, and visualizations using Microsoft Power Suite tools. Strong communication skills with a demonstrated ability to collaborate effectively in fast-paced environments.

SKILLS

- Data Analysis and Reporting
  - Comfortable using Microsoft Power Suite tools, such as Power BI, Automate, and PowerApps
  - Familiar with SQL and Database Interaction, with a basic understanding of database querying and manipulation
  - Familiar with Microsoft Dynamics (F&O), with a foundational understanding
- Project Management
  - Strong analytical and problem-solving skills
  - SEO Strategy and Implementation
  - Excellent communication and presentation abilities
  - Ability to work independently and collaboratively
  - Fluent in Spanish and English, with basic proficiency in French

EDUCATION

<b>Digital Marketing AEC</b> Cumberland College, Montreal, Quebec	2022 – 2023
<b>Bachelor of Business administrator</b> Pontifical Xavierian University, Colombia, Bogotá	2014 – 2019

PROFESSIONAL EXPERIENCE

<b>Multimedia Content Creator</b> Green Chameleon Collective, Chicago, Illinois	2023 - Present
<ul style="list-style-type: none"><li>• Extracted insights from social media analytics tools to inform content strategy and optimize performance.</li><li>• Developed and maintained data analysis reports to track the effectiveness of marketing campaigns.</li><li>• Designed and implemented A/B tests to optimize content engagement and conversion rates.</li></ul>	
<b>Office Cleaning Attendant</b> Premier Nettoyage Inc, Montreal, Quebec	2023 – 2024
<ul style="list-style-type: none"><li>• General cleanliness, including cleaning of spaces, waste management and surface maintenance.</li></ul>	
<b>Marketing Specialist</b> Scrum Fit Inc, Bogotá, Colombia	2020 – 2023
<ul style="list-style-type: none"><li>• Conducted data analysis to identify market trends, customer behavior, and competitive landscape.</li><li>• Prepared and presented comprehensive reports and recommendations to stakeholders for strategic decision-making.</li><li>• Collaborated with cross-functional teams to integrate data-driven insights into marketing strategies and initiatives.</li><li>• Achieved significant social media growth with 327k+ followers on TikTok, 35k+ on Instagram, and 11k+ on YouTube, while driving Scrum Fit's website to over 100,000 views in a single month.</li></ul>	
<b>Agile Scrum Master</b> BBVA Bank, Bogotá, Colombia	2018 – 2019
<ul style="list-style-type: none"><li>• Analyzed project data to identify areas for process improvement and optimization.</li><li>• Generated reports on team performance metrics and project milestones for management review.</li><li>• Utilized data visualization techniques to communicate project progress and performance to stakeholders.</li></ul>	