Marina Braune Soares de Souza

Focus in Digital Marketing for 9 years and specialized in the Web Analytics area, has extensive knowledge in e-commerce, website evolution and metrics tools, in addition to being certified in Google Analytics since 2017.

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EXPERIENCE - BRAZIL

Métricas Boss — *Head of Sales and Customer Success*

SEPTEMBER 2022 - NOW

Responsible for commanding the sales area, doing the whole process from prospecting to closing the deal. Constant data analysis to understand who the consulting consumer is and how we can improve the company's sales.

Also responsible for dealing with customer satisfaction in the post purchase and consulting period, understanding their needs and also understanding how to improve internal processes.

VTEX — Marketing Operations Manager

MARCH 22 - SEPTEMBER 22

Responsible for configuring and installing tags from Google Tag Manager to be used in various Marketing tools such as Google Analytics, Facebook Insights, LinkedIn Insights, Google Ads and more.

Determine what are the main analysis KPIs and present the results to the rest of the team and company.

For the CRM part, one of the main functions are the creation of campaigns, configuration of relationship rules in tools such as SalesForce/Pardot.

The Walt Disney Company — Coordinator, Business Analytics

SEPTEMBER 2021 - MARCH 2022

Responsible for analyzing data from Disney's Streaming Service as Disney+, Star+ and Combo+.

Tools such as Looker and Snowflake (SQL) are used to extract data. Through these tools it is possible to extract data that will be used in analysis to understand the acquisition of new users for the platforms until the content consumption part, including crossing data between different dimensions.

SKILLS

Fluent English – IELTS Certificate

Salesforce knowledge

Google Analytics certified

SQL knowledge

Advanced knowledge in Adobe Analytics, Adobe Launch

Advanced knowledge in Google Tools (Google Tag Manager, Google Analytics, Firebase, Youtube Analytics, Ads, Search Console and Drive)

Advanced knowledge in Microsoft tools (Excel, Word, PowerPoint and others)

Expert in user experience and consumer behavior

Looker is also used on daily bases to create Dashboards to help with data visualization and faster understandment of what happened.

On a daily basis, the main focus is on understanding internal and external demands and helping with data and analysis that will help in the decision-making process for product and results improvement.

Métricas Boss — Head of *Web Analytics*

FEBRUARY 2018 - SEPTEMBER 2021

Metrics Boss is a consultancy specialized in Google Analytics and Web Analytics.

Responsible for coordinating the Web Analytics area, assisting in the creation of strategies and the analysis of customer results. The main focus is on constantly improving the performance of client sites that vary between institutional and e-commerce, through the analysis of metrics for both sites, media, usability, consumer behavior and SEO.

For data measurement, the Google Analytics and Adobe Analytics tools are used. In addition, other tools are used to help generate insights like Hotjar for a more complete analysis of consumer behavior, creation of Dashboards through Google Data Studio for all customers to track their results, among others.

Google Tag Manager is used to install and configure tools like Google Analytics in addition to implementing events for customers daily on their sites.

Métricas Boss — *Web Analytics Analyst*

SEPTEMBER 2016 - FEBRUARY 2018

Responsible for analyzing the results of e-commerce clients and clients with institutional sites focusing on creating strategies for business improvement. Performance is measured on the aspect of conversion, business analysis, investment in marketing and marketing strategies.

E-commerce courses — *Web Analytics and User Experience Teacher*

SINCE MARCH 2018

The course aims to teach students the science of Web Analytics applied to Google Analytics. Regarding the tool, it is taught from installation to how to generate insights through reports.

The UX course presents strategies and tools for improving the user experience on websites

Globo.com — *Internet Intelligence*

August 2014 - June 2015

Monitoring of internal metrics (visits, pageviews, traffic sources, among others) for the Globo organizations websites. Reporting for audience

analysis and page results.

Analysis of audience results of videos shown on globotv, online and OnDemand, using the Adobe SiteCatalyst and DAX tool.

Creation and validation of Google Analytics tags, to confirm that the tool has been implemented correctly in the website's source code and is returning correct metrics.

Monitoring competitors, using external audience measurement tools, such as IBOPE and Comscore.

Conducting studies on demand to better understand how the market works and how it has been changing over time.

Casa Digital — Online *Projects Intern*

October 2012 - June 2014

Main activities: Survey of data from public clients such as Olympic City, City Hall and Government of the State of Rio de Janeiro by Google Analytics, survey of data on social networks to compose the profile of the political branch, preparation of the audit report and monitoring and updating of demand spreadsheets for ongoing projects.

EDUCATION

ESPM, Rio de Janeiro - Brazil

JANUARY 2011 - JULY 2017

Graduated in Business Administration with a focus on Marketing from ESPM.

Centennial College, Scarborough

MAY 2024 - Expected graduation AGO 2025

BUSINESS ANALYTICS PROGRAM