

# OMAR ANDRÉ GONZÁLES DÍAZ

Age: 26 years

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## PROFILE

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I am a Data Analyst and R programmer, with focus on Big Data, Digital Analytics, API's and Data Visualization applications using the Shiny framework or Tableau.

I like to solve problems programmatically and give consultation conceptually. I achieve both with a heavy background in digital marketing and web development.

I bring an entrepreneurial perspective to a company's ecosystem. I have worked with clients like: Belcorp (e-commerce), Ripley (ecommerce), Lay's, and others.

## WORK EXPERIENCE

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**Starcom Mediavest Group:** TAAG Lead (Technology and Activation Group Lead), supervisor of the Analytics and AdServers Department. Code generation, reporting to co-elaborate a better business strategy.

**AttachMedia:** Digital Analyst, validation of Google Tag Manager. Dynamic dashboards with Tableau. Data extraction from Google Analytics's API.

**Liquid:** Digital Analyst and strategist. Adwords campaigns, Emailing, Facebook Ads, and others. Created to increase visits and sales. Use of Clicktale to know clients behaviour on page.

**Chayan Technologies:** SEO y SEM: Adwords campaigns to increment sales. Content development to increase SEO. Modifications to SQL-DB: modifications of data at clients request.

## **EDUCATION**

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Postgraduate education: Digital Marketing Specialization - University of Piura (2013).

Higher education: University of Piura (2012).

### **Languages spoken:**

English: Advance proficiency.  
Languages Center at UDEP English for marketers.

German  
Goethe Institut - Lima Level B1 (European framework of reference for languages).

Spanish: Native language.

## **OTHER COURSES**

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- An Introduction to Marketing – Wharton Business School (2014).
- Digital Marketing Specialization – University of Piura (2013).
- Community Management Course - UDEP/ University of Navarra (Spain)- 2011.

## **KNOWLEDGE**

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- R (programming language)
- HTML5, CSS3, Javascript
- Bootstrap 3, JQuery
- Google Analytics (Certificated professional).
- Google Adwords (Professional).
- Clicktale (User Experience tool)

## ATTACHMENT 1

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### Analytics Certification

OMAR ANDRÉ GONZÁLES DÍAZ

is hereby awarded this certificate of achievement for the successful  
completion of the Google Analytics certification exams.



VALID THROUGH  
March 25, 2016



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