**OMAR ANDRÉ GONZÁLES DÍAZ**

Age: 26 years.

oma.gonzales@gmail.com

Mobile: 988008026 or 969239383

[LinkedIn](https://pe.linkedin.com/in/omargonzales)

Web: <omargonzalesdiaz.com>

**PROFILE**

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 (e-commerce), Lay’s, and others.

**EXPERIENCE**

**AttachMedia**:

Digital Analyst, validation of Google Tag Manager. Dynamic dashboards with Tableau.

Data extraction from Google Analytic’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 behaviouron 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**

Postgraduate studies: [Diplomado en Marketing Digital - Universidad de Piura (2013)](http://marketingdigitalpiura.pe/).

Diploma: [Universidad de Piura (2007 - 2012). Tercio superior](http://udep.edu.pe/comunicacion/).

Languages: English (advanced), German (intermediate), Italian (intermediate),

Spanish (mother tongue).

**KNOWLEDGE**

-[R Programming language](https://www.r-project.org/) (advanced)

-[Python 2.7](https://www.python.org/download/releases/2.7/) (intermediate)

-[Google Analytics](http://www.google.com/analytics/) (Certified professional).

-[Google Adwords](http://www.google.com.pe/adwords/) (Certified professional).

-[Clicktale](http://www.clicktale.com/) (User Experience tool)

-HTML5, CSS3, Javascript.