

Omar André Gonzáles Díaz

BUSINESS ANALYST / AdSERVERS / DASHBOARDS

University of Piura

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Bachelor in Marketing. Digital Marketing Specialist, with deep understanding of web technologies.

About me

- Bachelor in Marketing
- Sport: Tennis
- Favorite programming languages: R y Python.
- Languages: English, German, Italian.
- Loves travelling and meeting new people.

Education

University of Pennsylvania

MARKETING, ONLINE COURSE

- Marketing Strategy and Brand Positioning. Customer Decision Making and the Role of Brand.

[coursera.org](https://www.coursera.org)

2014

University of Piura

SPECIALIZATION ON DIGITAL MARKETING

- Best final work, Digital Marketing Plan 2013.

Piura, Perú

Mar. 2013 - Jul. 2013

University of Piura

BACHELOR OF MARKETING

- Top 5% students.

Piura, Perú

Mar. 2007 - Dec. 2011

Experience

Stickers Gallito (stickersgallito.pe)

FRONTEND DEVELOPER

- Frontend developer.

Lima, Perú

Dic. 2018 - Present

Group EFE - La Curacao

MARKETING COORDINATOR

- Paid Marketing, Social media specialist.

Lima, Perú

Feb. 2018 - Nov. 2018

Starcom Mediavest Group

TAAG LEAD

- Team Lead TAAG (Technology and Activation Group). In charge of campaigns implementation and continuous supervision for clients like: Visa, CocaCola, Samsung, Falabella,UPC

Lima, Perú

Oct. 2015 - Jun. 2017

AttachMedia

DIGITAL ANALYST

- Dashboards with Tableau. Google Analytics implementation and data validation.

Lima, Perú

Oct. 2014 - Mar. 2015

Liquid - Digital Agency

DIGITAL ANALYST

- Developing of Marketing Plans, SEO, PPC campaigns. taco

Lima, Perú

Jun. 2012 - Feb. 2014