Omar André Gonzáles Díaz

BUSINESS ANALYST / FACEBOOK ADS & GOOGLE ADS / DASHBOARDS

University of Piura

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Marketing Specialist with deep understanding of web technologies, Digital Advertising and A/B Testing.

About me

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

Education

Johns Hopkins   *coursera.org*

R PROGRAMMING LANGUAGE FOR DATA SCIENCE, ONLINE COURSE   *2015*

- Base R Programming Language. Data Visualization.

University of Pennsylvania   *coursera.org*

MARKETING, ONLINE COURSE   *2014*

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

University of Piura   *Piura, Perú*

SPECIALIZATION ON DIGITAL MARKETING   *Mar. 2013 - Jul. 2013*

- Best final work, Digital Marketing Plan 2013.

University of Piura   *Piura, Perú*

BACHELOR OF MARKETING   *Mar. 2007 - Dec. 2011*

- Top 5% student.

Experience

Stickers Gallito (stickersgallito.pe)   *Lima, Perú*

FULLSTACK DEVELOPER   *Dic. 2018 - Present*

- I've developed the backend and frontend, including the payment methods of this Ecommerce. Understading of business logic and goals were fundamental.

Group EFE - La Curacao   *Lima, Perú*

MARKETING COORDINATOR   *Feb. 2018 - Nov. 2018*

- I was in charge of the Digital Marketing Efforts. It is a nation wide company with a budget of $100,000 anually for its digital campaigns. I was in charge of all digital channels of it's Ecommerce. Applied new strategies that lead to regain lost sales, market share and improved its profitability.

Backend Developer   *Lima, Perú*

SOFTLABS PERÚ   *Oct. 2017 - Jan. 2018*

- Backend Developer - Python.

Starcom Mediavest Group   *Lima, Perú*

TAAG LEAD   *Oct. 2015 - Jun. 2017*

- Team Lead TAAG (Technology and Activation Group). In charge of campaigns implementation, Dashboards development and continuos supervision, clients: Visa, CocaCola, Samsung, Falabella, UPC. Google Analytics and Google TAG Manager Specialist.

AttachMedia   *Lima, Perú*

DIGITAL ANALYST   *Oct. 2014 - Mar. 2015*

- Dashboards with Tableau. Google Analytics data validation.

Liquid - Digital Agency   *Lima, Perú*

DIGITAL ANALYST   *Jun. 2012 - Feb. 2014*

- Developing of Marketing Plans, SEO, PPC campaigns for nation wide Clients like: Ripley, Claro, and Belcorp.