

# Teresa Vieira

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**Title:** Marketing Analytics Specialist  
**Location:** Coimbra, Portugal  
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## Summary

Marketing professional with expertise in data analytics and performance measurement. Experience in leveraging data insights to optimize marketing strategies and drive business growth. Strong analytical skills combined with creative thinking and business acumen.

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## Experience

**Unilever – Lisbon**  
*Marketing Analytics Manager*  
*January 2022 – Present*

- Developed data-driven marketing strategies resulting in 25% increase in campaign ROI.
- Implemented attribution models to optimize marketing spend across channels.
- Created dashboards to track performance metrics and provide actionable insights.

**L'Oréal – Porto**  
*Digital Marketing Analyst*  
*March 2020 – December 2021*

- Analyzed digital campaign performance and consumer behavior across online platforms.
  - Conducted A/B testing to optimize website conversion rates and user experience.
  - Collaborated with marketing teams to develop data-informed content strategies.
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## Education

**University of Coimbra – Coimbra**  
*MSc in Marketing*  
*2018 – 2020*

**ISCTE Business School – Lisbon**  
*BSc in Management*  
*2015 – 2018*

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## Skills

- Marketing analytics and attribution modeling

- Campaign performance measurement
- Google Analytics, Adobe Analytics
- SQL, Python, R (basic)
- Portuguese (native), English (fluent), Spanish (intermediate)
- Google Analytics certification