

TAMARA ALVAREZ

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WORK EXPERIENCE

Split

Redwood City, CA

Business Intelligence Analyst Intern

May 2022 - Dec 2022

- Worked with stakeholders to execute, and effectively communicate significant analyses that identify meaningful trends and opportunities across the business
- Assessed data to identify and implement improvements for more-efficient operations
- Conducted full lifecycle of analytics projects, beginning with project planning, pulling, manipulating, and exporting, ending with design and execution
- Supported the company's quarterly KBIs through project planning and management

ChicExecs PR & Marketing Agency

San Marcos, CA

Marketing Account Coordinator

May 2021 - May 2022

- Spearheaded and implemented Engagement Studio campaigns to help analyze leads
- Administers all Salesforce reports to upper management to report on progress
- Directs Pardot marketing masses to generate an average of 15-20 leads a week
- Developed an End of Year report to help visualize the Sales team's growth in the last 3 years

Techqueria

San Diego, CA

Event Specialist

May 2021 - Dec 2021

- Organized the LHM Summit (3-day event) for Techqueria, a nonprofit, that helped Latinx people break into the tech industry
- Collaborated with 20 sponsors to create workshops and sessions for attendees

SKILLS & INTERESTS

Skills: Bilingual (Spanish/English), Adaptable, Leadership, Strategy-oriented

Technical Skills: SQL, Looker, DBT, Snowflake, Salesforce, Google Analytics, Google Tag Manager
Excel/Sheets, Pardot, Canva, Tableau

EDUCATION

COOP

San Francisco, CA

Data Analytics Apprentice

May 2022

- Developing analytical skills—including Excel, SQL, Tableau, Google Analytics, and Salesforce—through 200+ hours of hands-on workshops

San Francisco State University

San Francisco, CA

Bachelors of Science Business Administration - General Business

May 2021

- Dean's List
- Speaker Series Coordinator for POW (Providing Opportunities for Women)
 - Develop events including Professional Development workshops and Q&A panels for 40+ members, bringing 10 speakers at senior management and venture capital levels
- Research Assistant for International Business Professor
 - Planned, strategized and conducted literature review on Platform Businesses for a future business course at SFSU
- Coursework: Operation Management, Data Mining with Business Applications, Information Systems Analysis and Design, Financial Accounting, Managerial Accounting, Applied Business Forecasting

***Please find any recommendations on my LinkedIn page which is stated at the top of the resume*