

# VALESCA BRAVO

DATA ANALYST | BUSINESS INTELLIGENCE | MARKETING INSIGHTS

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## SUMMARY

Experienced Digital Analyst with a strong foundation in data analytics and digital marketing. I hold a Master's in Big Data & Business Intelligence and a Higher Diploma in Data Analytics for Business. With over 6 years of experience in digital marketing and programmatic trading, I bring a powerful combination of analytical thinking, business acumen, and technical proficiency in SQL, Python, and Google BigQuery. I specialize in translating complex datasets into actionable insights that drive digital strategy, performance optimization, and customer experience improvement. I'm currently focused on transitioning fully into data-driven roles and am excited to contribute to a collaborative team environment that values insight and impact.

## KEY SKILLS

- Business & Marketing Data Analysis:** Expert in performance tracking, campaign analysis, advertising spend evaluation, and marketing KPIs across Facebook, Instagram, and Google Ads. Adept at transforming multi-source data into actionable insights.
- Data Analysis & Reporting:** Strong SQL and Excel (Power Query, advanced formulas, PivotTables) for data extraction, cleaning, and automation. Committed to maintaining accuracy and consistency across all reporting.
- Data Visualization & BI Tools:** Power BI (DAX, Power Query), Google Data Studio, Tableau, Python libraries (Plotly, Seaborn, Matplotlib), Dash. Skilled in designing interactive dashboards and building data models to support strategic decisions.
- BI & Decision Support:** Experience in KPI development, data modeling, and implementing BI best practices to guide business performance.
- Platforms & Tools:** Facebook Ads Manager, Google Analytics, GitHub, APIs. Experience integrating platform data into analysis pipelines and reports.
- Technical & Analytical Proficiency:** Python (Pandas, NumPy), basic R, time-series modeling, logistic regression, clustering. Strong problem-solving and critical thinking.
- Soft Skills** Clear communicator with strong organizational and stakeholder management skills. Proven ability to work cross-functionally and translate data insights for diverse audiences.

## PROFESSIONAL EXPERIENCE

### Freelance Marketing & Data Analyst *Remote | 2023 – Present*

- Created basic reports using Excel, Power BI, and Google Analytics for small projects.
- Collected and organized campaign data from Facebook Ads and Google Ads.
- Practiced SQL and Python for marketing data analysis through self-initiated case studies.

### Marketing & Data Analysis Intern *Andrea Ryan | Remote (Ireland) | 2021*

- Supported digital campaign tracking and report creation using Excel and Google Analytics.
- Helped organize marketing data and contributed to content performance summaries.
- Gained hands-on experience with tools like Power BI and Facebook Ads Manager.

### Operations Specialist *Minga Digital, Chile — Jun 2015 – Feb 2019*

- Analyzed campaign performance data to optimize budget allocation and increase ROI by 15%.
- Conducted A/B testing and creative tuning on 50+ campaigns weekly, improving CTR by 0.3%.
- Led performance analysis to refine audience insights and improve engagement.
- Executed 10+ RTB and programmatic campaigns, achieving a 15% higher CTR than the average

### Programmatic Trader *Affiperf (Havas Media Group), Chile — Nov 2014 – Jul 2015*

- Managed campaigns via MediaMath & AppNexus, achieving up to 75% viewability.
- Analyzed cross-channel BI data to refine audience insights and engagement.

## EDUCATION

### Master's in Big Data & Business Intelligence *Next IBS & Universitat de Lleida, Spain — 2022 – 2023*

- First Class Honours (8,1 / 10)
- Thesis: Intelligent Actions for Sustainable Tourism Management  
*Explored sustainability indicators using R, SQL, Power BI, and Excel, applying logistic regression and clustering to identify key decision factors.*

### Higher Diploma in Data Analytics for Business *CCT College Dublin, Ireland — 2021 – 2022*

- First Class Honours (7,3 / 10)
- Thesis: Stock Market Prediction – EDPR and VWS  
*Explored stock market trends using Python, applying ARIMA and Facebook Prophet time series models to predict performance and identify market insights.*

### Bachelor's in Advertising *Universidad Mayor, Chile — 2013 – 2014*

- First Class Honours (6,2 / 7)
- Thesis: IKEA Launch & Positioning Campaign in Chile (focused on brand strategy and consumer insights)

### Bachelor's in Digital Audiovisual Communication *Instituto Santo Tomás, Chile — 2007 – 2011*

- Thesis: Redesign of TV production workflows using ICT tools (case: Who Wants to Be a Millionaire)

## CERTIFICATIONS

- Business Analysis – Requirements Gathering and Validation (In Progress)
- Microsoft Azure Fundamentals (AZ-900) – Microsoft (2024)
- Google Data Analytics – Coursera (2022)