

Ashley Bocanegra

Small Business Manager -> Data Analyst

Versatile Jr. Data Analyst recently certified in the Google Data Analytics Professional Program. Solid understanding of various platforms for executing data analyses. Able to offer these skills while incorporating a background in marketing and management.

Work Experience

Manager

Casa Limpia - Hillsborough, NC

July 2020 - Present

- Supervision and regulation of the company's calendar development and maintenance.
- Management of client relations, focused on fostering and enhancing customer relationships.
- Execution of bookkeeping tasks and meticulous data entry to ensure the accuracy and reliability of financial records.
- Accountability for cultivating and preserving client relationships, addressing inquiries through telephone and email correspondence in a professional and timely manner.
- Contribution to the advancement of the company's promotional campaigns and web development initiatives, thereby increasing brand visibility and engagement.

Marketing Associate

Shift 4 Payments - Morrisville, NC

October 2019 - April 2020

- Conducted in-depth research to find potential clients and connected with them through professional phone conversations.
- Reviewed their current Point of Sale (POS) needs, and effectively presented relevant information about our company's solutions. The objective of this process was to strategically schedule appointments, laying the groundwork for potential future sales conversions.

Social Media Marketing Intern

Prioritize Success LLC - Remote

October 2019 - January 2020

- Engaged in a collaborative internship program, honing skills in strategic hashtag research, customer pain point identification, and comprehensive competitor analysis.
- Additionally, undertook content creation responsibilities, contributing to the company's content portfolio, with a portion of the developed material selected for publication.

Contact Details

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www.linkedin.com/in/ashleybocanegra

Education

The University of North Carolina at

Greensboro, NC — *Bachelor of Science in Marketing*

August 2015 - May 2019

Certifications

Google Data Analytics Professional Certificate

https://www.credly.com/badges/def63142-5659-471a-9d1c-cd3df8e1acc6/public_url

Technical Skills

Data Analysis

Data Visualizations

Spreadsheets

Bookkeeping

Data Entry

Client Relations

Soft Skills

Communication

Research

Problem-solving

Adaptability

Attention to detail

Languages

English

Spanish