

Alexandra Salazar

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SUMMARY

Business Analyst with a strong foundation in marketing analytics, trading strategy, and structured data analysis. Experienced in analyzing and labeling behavioral patterns within real-time datasets. Skilled at supporting model development through precise and well-organized data pipelines. Fluent in English, Spanish, and Portuguese

SKILLS

SQL | Tableau | Excel | Power BI | Google Sheets | Data Validation | Spreadsheet Logic | Pattern recognition | Rule-Based Labeling | Strong Communicator | Self-Starter | Fast Learner | Detail-Oriented | Data validation

EXPERIENCE

NovaCampinas | Client Marketing Consultant | 01/2020 – Present | Remote, São Paulo

Skills Used: Excel, Meta Ads, KPI Analysis

- Increased client engagement timing precision by 30% by leveraging historical and real-time marketing data to optimize campaign deployment
- Reduced monthly performance review time by 40% by building Excel dashboards that tracked KPIs, trends, and anomalies
- Helped clients consistently hit campaign KPIs by collaborating cross-functionally and independently on Meta Ads strategy

ThirdLove | Growth Marketing Associate | 06/2018 – 12/2019 | San Francisco, CA

Skills Used: A/B Testing, Paid Media Strategy, Reporting Automation

- Boosted ad conversion rates by 22% by designing and analyzing A/B tests on ad copy, tone, and pacing.
- Improved strategic decision-making by automating performance reports across paid media platforms.
- Streamlined campaign planning by synthesizing insights from user behavior into actionable summaries for leadership.

PERSONAL PROJECTS

Trading Strategy & Pattern Recognition | Ongoing

A self-driven data analysis and pattern recognition initiative applying systematic methods to evaluate financial market behavior and decision-making processes.

- Designed and tested rule-based entry and exit strategies using Python and Excel to analyze multi-dimensional price and volume data.
- Maintained comprehensive, annotated trade logs with detailed labeling to identify recurring market patterns and improve signal accuracy.
- Conducted rigorous data cleaning, validation, and transformation to ensure high-quality datasets for performance evaluation.

EDUCATION

TripleTen | Business Intelligence Analytics Bootcamp | 03/2024 – Present

Studying SQL, Tableau, Power BI, and data storytelling. Collaborating on real-world client simulation projects and peer mentorship. Focus on turning raw data into business insights for strategic decisions.

San Francisco State University | B.S. Business Administration

Courses included: Marketing Analytics, Financial Reporting, and Strategic Management. Led peer workshops and organized sustainability-focused campus events.