

## **Ana Claudia Merlo González**

**PROFILE:** Data-driven Marketer with +4 years of experience working at Multinational Corporations, conducting sales analytics, and insights for strategic business decisions.

### **EDUCATION:**

MS in Business Analytics: **Worcester Polytechnic Institute**

**August 2023 | May 2025**

BA in Marketing: **Universidad Católica Nuestra Señora de la Asunción**

**March 2015 | December 2019**

### **WORK EXPERIENCE:**

Senior Marketing Executive, Deriv

**May 2022 | May 2023**

- Identified new growth opportunities and competitors via market research and data analysis.
- Made data-driven recommendations to increase prospects's performance.
- Product Marketing Lead: managed the planning, market research and execution of DBot platform.

Marketing Professor, Universidad Católica Nuestra Señora de la Asunción **August 2021 | December 2022**

- Delivered lectures on marketing courses based on English for Marketers material.
- Involved students in class discussions and seminars development using relevant marketing examples.

Brand Activation Analyst, British American Tobacco

**July 2021 | April 2022**

- Analyzed brand activation efforts and maintained post-analysis reports of major activation programs.
- Led B2B activities with a particular focus on digital transformation.
- Managed any external resources as needed and controlled costs according to the agreed budget.

Sales Data Analyst, British American Tobacco

**August 2018 | June 2021**

- Presented actionable information and insights to the Trade Marketing team.
- Developed detailed reports about sales trends, competitor's outcomes, and customer experience.
- Created and maintained dashboards using BI tools such as Power BI, Knime, and Excel.

### **VOLUNTEER EXPERIENCE:**

Data for Good Program Cohort 2022, Good Data Institute (GDI)

**September 2022 | Present**

Selected to participate in an entry program to volunteer as a Data Analyst Consultant for nonprofit organizations based in UK, USA and Australia. First Latin American member of the Program.

Volunteer Professor, Apoyo Escolar

**August 2021 | December 2022**

Responsible for teaching grammar and math to children from vulnerable situations.

### **LEADERSHIP EXPERIENCE:**

Institutional Image Director, Students Center (Universidad Católica)

**March 2017 | December 2017**

Leadership Program for College Students, DENDE

**April 2018 | August 2018**

### **GRANTS:**

Fulbright – CAL Scholarship

### **CERTIFICATIONS:**

Python for Data Science - Data Science Academy (2023) | Python Bootcamp - Penguin Academy (2022)

Data Analytics Certificate - Universidad Comunera (2020)

**LANGUAGES:** Fluent speaker and proficient writer in Spanish, English, and Portuguese.

**SKILLS:** Proficient in Microsoft Office (Excel, Word, Power Point, Power Bi). Data analytics and visualization, Knime Analytics, Photoshop, Illustrator, Photography. Basic proficiency in Python and SQL.