Ana Claudia Merlo González
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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 prospect'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. Python and SQL.