

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

SKILLS: Advanced Excel, Power Point and Data Storytelling, Power BI, Tableau, Python and SQL.

WORK EXPERIENCE:

Senior Marketing Executive & Product Marketing Lead, Deriv

May 2022 | May 2023

- Led market research at a Brazil conference, gathering insights from 50+ top partners. The insights were used for product enhancements, UI improvements, and a targeted awareness campaign.
- Utilized data analytics to identify inactive affiliates with pending commissions, initiating a re-engagement campaign that reactivated 50+ partners.
- Introduced a web scraping technique to automate data collection, eliminating manual work and enhancing lead qualification speed, which raised lead generation by 35%

Marketing Professor, Universidad Católica Nuestra Señora de la Asunción

August 2021 | December 2022

- Delivered lectures on marketing courses based on English for Marketers material for 30 students.

Brand Activation Analyst, British American Tobacco

July 2021 | April 2022

- Managed a £100,000 budget, ensuring full, efficient use for various brand activities throughout the year.
- Pioneered 'Conectados,' the company's first digital B2B incentive program for retail stores, setting strategic goals that boosted sales by 10% and included special holiday targets.

Sales Data Analyst, British American Tobacco

August 2018 | June 2021

- Created insightful Power BI dashboards, providing on market share and competition, influencing strategic decisions, understanding the brand's cannibalization and the promotional outcomes.
- Initiated data-driven retail clustering and partnered with the marketing team to design and execute customized promotional strategies for each cluster, boosting monthly SKU assortment by 30%.

VOLUNTEER EXPERIENCE:

Social Media Analytics Lab – Research Assistant, WPI

September 2023 | Present

- Participated in an innovative research study on social media and mental health, analyzing over 3,000 Instagram comments on body positivity.
- Applied various NLP tools (including NLTK and OpenAI) to conduct sentiment analysis, identify patterns, and compare effectiveness in detecting communications like irony and hate speech.

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

September 2022 | Present

- Developed a health-focused web app, specifically for providing accessible skin cancer data to patients using Streamlite and Flask for visualization and web development.

AWARDS, FUNDING AND OTHER SUPPORT:

Fulbright – CAL Scholarship Award for Master of Science Degree (MA, US)

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.