

# ÁNGEL ZAPATA

Marketing Specialist / Data Analysis

Teamwork-oriented, responsible, critical and self-managed; I have a degree in Marketing and I am skilled in the organization, interpretation and visualization of data. I am proficient with tools such as Microsoft Excel, Jupyter Notebooks, Python, MySQL and Tableau.

Tlalnepantla, MEX

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## // WORK EXPERIENCE

### MARKETING CONSULTANT

PRIVATE CONSULTING || 08/2018 - 03/2020

- Provide strategic and tactical marketing support services on a per project basis.
- Digital marketing evaluation and strategies.

### DIGITAL MARKETING EXECUTIVE

MI ADN SA DE CV || 08/2017 - 07/2018

- Digital Marketing Strategies
- Planning/Executing Social Media Advertising Campaigns
- CRM
- e-Commerce
- Customer Service

### CUSTOMER SERVICE

ROCKFIT CUERNA || 04/2016 - 01/2018

- Personalized Attention for Regular Customers
- Customer Retention
- Direct Sales
- Group Management

### MARKETING INTERNSHIP

TR SOCIAL MEDIA MARKETING || 01/2015 - 04/2015

- Social Media Content Management
- Digital Communication Pieces Design
- Market Research

### TOURISM CONSULTANT

SECRETARÍA DE TURISMO MUNICIPAL || 11/2014 - 05/2015

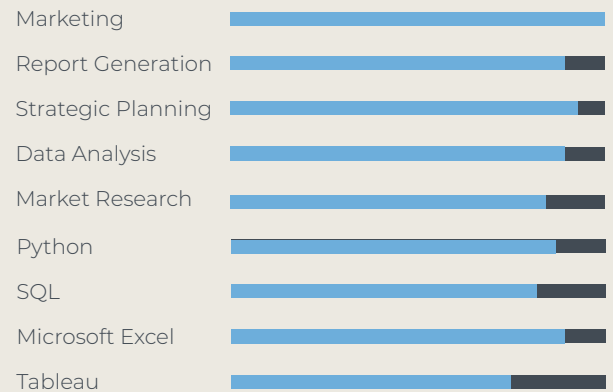
- Customer Service
- Tourism Promotion
- Print Media Advertising Management
- Data & Statistics Analysis

### MARKETING INTERNSHIP

AURICA SIETE ESTRATEGIA Y DISEÑO || 08/2014 - 12/2014

- Social Media Content Management
- Market Research Design
- Survey Design

## // SKILLS



## // QUALITIES

Leadership	Personnel Management
Teamwork	Problem Resolution
Negotiation	Communication
Commitment	

## // LANGUAGES



## // EDUCATION

2011 - 2015

### BACHELOR IN MARKETING

Universidad Internacional UNINTER

## // SOFTWARES

Adobe Creative Cloud	Google Analytics	Microsoft Office Excel
Basic	Intermediate	Advanced
Alteryx	MySQL	Microsoft Office Power Point
Basic	Intermediate	Advanced
Facebook Business Manager	Tableau	Microsoft Office Word
Intermediate	Intermediate	Advanced
Google Ads	Trello	Microsoft Office Outlook
Intermediate	Intermediate	Advanced