ANGELA PARRA
DIGITAL ANALYTICS & DATA INSIGHTS

- +573228840950
- angelae.parras@gmail.com
- Bogota, Colombia

EDUCATION

Master's Degree in Business Analytics
Aston University - UK
2023-2025

Master's Degree in Global Business Management
Rennes School of Business - France
2016-2018

Bachelor's Degree in International Business and Relations
2012-2016
Salle University - Colombia

LANGUAGES

English ★★★★★
French ★★★☆☆
Spanish ★★★★★
Portuguese ★★★★☆

About Me

Data-driven digital strategist with over eight years of experience in analytics, audience insights, and digital performance measurement across global NGOs. Skilled in leveraging Google Analytics (GA4), BigQuery, and data visualization tools to assess communication impact, optimize digital user journeys, and drive evidence-based decision-making. Experienced working across Latin America, North America, and Europe, supporting digital transformation and performance tracking in multicultural, mission-driven environments.

WORK EXPERIENCE

May 2021 - present
European Climate Foundation
Senior Digital Marketing & Analytics

- Designed and institutionalized the **Audience Framework**, integrating datasets (Brandwatch, BuzzSumo, Event Registry) across 10+ countries to measure public engagement on climate issues.
- Developed the **Benchmark System**, establishing multi-regional performance baselines used by teams in Canada, the United States, Brazil, and Latin America for evidence-based decision-making.
- Co-led the **Narrative Tracking System,** combining qualitative thematic coding with quantitative sentiment and trend analytics to assess climate narratives in developing and high-income regions.
- Produced strategic reports and data visualizations informing regional communications planning, donor reporting, and cross-portfolio monitoring.
- Coordinated with MEL specialists and research teams to ensure methodological rigor and regional alignment of evaluation frameworks.
- Contributed to international collaborations involving UN-aligned partners, climate NGOs, and philanthropic foundations.

Jan 2019 - April 2021
Fidelizador - Email Marketing Platform
Marketing & Communications Coordinator

- Established and managed **the organization's Marketing & Communications Department,** overseeing campaign strategy, monitoring, and performance optimization for B2B and B2C audiences.
- **Led multidisciplinary teams**, ensuring alignment between creative outputs and measurable performance indicators.
- **Conducted in-depth audience segmentation and market analysis**, improving lead quality and increasing engagement and retention.

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CORE COMPETENCES

KEY ACHIEVEMENTS

- Designed and implemented multi-market analytics frameworks for ECF adopted across four regions.
- Developed automated dashboards in BigQuery + Data Studio, reducing reporting time by 60%.
- Improved data accuracy in multi-platform campaigns by standardizing GA4 and Tag Manager integrations.
- Conducted analytics training for regional NGO teams, strengthening local data literacy and decision-making capacity.

Technical Skills:

Brandwatch, BuzzSumo, Event Registry, Data Visualization, Social Listening, CRM Systems, Performance Dashboards, Qualitative Coding, Narrative & Sentiment Analysis.

WORK EXPERIENCE

Jan 2018 - Jan 2019
Eadbox - E learning platform

Digital Education & Outreach Specialist

- **Supported evaluation and monitoring of digital education initiatives** aimed at expanding access to training in developing contexts across Brazil and Latin America.
- **Contributed to public awareness campaigns on climate and energy transitions, aligning advocacy strategies with the SDGs.**
- **Conducted qualitative sentiment analysis** and produced analytical reports combining visual dashboards with narrative assessment.
- Gained field experience in vulnerable communities, including project-related work in favelas, **strengthening understanding of socio-economic inequalities.**

Digital Education & Outreach Specialist

- Analytics & Tagging: Google Analytics (GA4, GA360), Google Tag Manager (GTM), BigQuery, Google Ads Manager
- Data Visualization & Dashboards: Google Data Studio / Looker Studio, Power BI
- Media & Tracking: Facebook CAPI, TikTok Pixel, Google Ads Conversion Tracking
- CRO & Testing: Optimize 360, Optimizely (A/B Testing), Hotjar
- Languages & Coding: SQL, Python (basic), HTML (tracking scripts)
- CRM & Email: Salesforce Marketing Cloud, ActiveCampaign, HubSpot
- Project Management Tools: Asana, JIRA
- Languages: English (Fluent), Spanish (Native), Portuguese (Advanced)