

## ● 1. EL "FACTOR WOW": Impacto en Decisiones Reales

💡 **Por qué esto es vital:** Muchos candidatos dicen "creé un dashboard". El Senior dice "creé un dashboard que reasignó \$2M de presupuesto". Necesitamos demostrar que tus datos mueven la aguja del negocio.

### A. Para el caso "Audience Intelligence Framework":

- **La Pregunta:** ¿Qué cambió *después* de que usaran tu framework?
- **Ayuda para recordar:** ¿Hubo algún país que cambiara sus mensajes de marketing? ¿Se dejó de invertir en un canal que no funcionaba? ¿Se ganó algún grant/subvención nuevo gracias a esa evidencia?
- **Ejemplo ideal:** "Se reasignó el 15% del presupuesto de campañas hacia el segmento 'Jóvenes' tras ver los datos."

After teams started using my Audience Framework, they gained a much clearer understanding of **who their audiences actually were and how to segment them effectively**. This allowed them to target the right people at the right moment and develop content aligned with each audience's real interests and needs. As a result, their communications became more strategic, coherent, and impactful, and they produced more robust, **credible results to present to founders and executive leadership**.

- In addition, the framework generated **significant cost savings**. By relying on this internal methodology, teams avoided spending on external consultants, separate research projects, surveys, and polling. This led to **savings of over \$10,000**, while still strengthening the quality of insights and decision-making.

### B. Para el caso "Performance Benchmark System":

- **La Pregunta:** ¿Qué ineficiencia detectó el sistema?
- **Ayuda para recordar:** Piensa en tiempo o recursos. ¿Los equipos regionales dejaron de hacer reportes manuales? ¿Se detectó que una región estaba gastando el doble que otra para el mismo resultado?
- **Ejemplo ideal:** "Identificó una mejora potencial del 20% en eficiencia de costos comparando regiones similares."

The main inefficiency the system identified was the **lack of comparative measurement and clear criteria to evaluate real campaign performance**. For years, teams reported results from social media, websites, and digital marketing efforts, but **without benchmarking against industry standards or across internal regions**, making it difficult to determine whether initiatives were truly effective or inefficient.

To address this gap, I designed the **Benchmark System**, which enabled performance comparisons both against the industry and internally across regions. As a result, teams identified optimization opportunities, improved decision-making, and allocated resources more strategically.

Outcomes included:

- **Over 50% improvement in productivity and operational efficiency**
- **20% reduction in overspending** by identifying inefficient campaigns
- Stronger ability to present **credible, comparable results to leadership and donors** based on external benchmarks

### C. Para el caso "Narrative Tracking System":

- **La Pregunta:** ¿Cómo ayudó a reaccionar ante una crisis o tendencia?
- **Ayuda para recordar:** ¿Hubo alguna alerta temprana que permitiera al equipo preparar una respuesta antes de que el tema explotara en redes?
- **Ejemplo ideal:** *"Permitió al equipo de comunicación adaptar su narrativa en < 24 horas durante la crisis de X."*

The Narrative Tracking System helped teams **respond faster and more strategically to emerging trends and reputational risks** by providing real-time visibility into how narratives were evolving across Latin America.

Before the system existed, teams had no consolidated view of how their media coverage and partner communications were performing; impact was tracked manually in isolated spreadsheets. I built the system by aggregating **media coverage, partner outputs, and online conversations from over 50 partner organizations**, integrating data from platforms such as Brandwatch, Audiense, and Looker Studio.

This enabled teams to:

- Detect **early shifts in narratives and sentiment**, allowing them to adjust messaging within **24–48 hours**
- Perform **faster, evidence-based research during rapid-response moments**, including simulations around high-risk geopolitical topics such as the U.S.–Venezuela intervention scenario
- Identify which topics gained traction each quarter and **prioritize efforts accordingly**
- Make **data-informed editorial and website decisions** rather than relying on assumptions
- Present **clear, credible impact evidence to funders and leadership** through consolidated dashboards

As a result, teams moved from fragmented manual tracking to a structured, real-time intelligence system that **significantly improved responsiveness, strategic decision-making, and overall communication effectiveness**.

---

## ● 2. NIVEL DE INTERLOCUCIÓN: Dime quién te lee

💡 **Por qué esto es vital:** Dime quién usa tu herramienta y te diré tu nivel de seniority. Si la usa un becario, es operativa. Si la usa un Director, es estratégica.

- **¿Quién consume tus reportes?** (Sé específica con los cargos: Directores Regionales, Gerentes de Programa, la Junta Directiva/Board, Donantes...).
- **¿En qué momento se usan?** (Esto valida la importancia).
  - *Ejemplo débil:* "Cuando quieren ver datos."
  - *Ejemplo potente:* "Se proyecta en la pantalla durante las reuniones trimestrales de planificación estratégica."
- This tool is used by the regional manager, the LATAM director, and senior digital marketing teams. They used it at the end of each quarter to see the results, impact, and narratives that people read and discussed most, to inform decisions and set goals for the next quarter.

---

## ● 3. AUTORIDAD Y ALCANCE (The Proof Strip)

💡 **Por qué esto es vital:** Necesitamos cifras que den dimensión a tu trabajo de un vistazo.

- **Alcance Geográfico:** No digas solo "varios países". ¿Son 5, 12, 20? ¿Cubres LATAM, EMEA, Norteamérica? (El número exacto da mucha credibilidad).  
Regarding my analysis, I cover all Latin American countries, the US, and Canada.
- **El Reconocimiento ECF:** Mencionaste un reconocimiento. ¿Quién te lo dio? Si fue un "C-Level" (CEO, Director de Estrategia), pongámoslo. "Recognized by the Executive Director" suena mucho más fuerte que "Recognized internally".  
This work was recognized by the Executive Strategy Director and the Americas Director.

---

## ● 4. TU PERFIL "T-SHAPED": Completando tus Skills

💡 **Por qué esto es vital:** Ahora mismo tienes 4 skills técnicas. El sistema permite 6. Quiero añadir estas dos para mostrar que no solo procesas datos, sino que también investigas y enseñas.

**A. Skill: Investigación y Métodos Mixtos**

- ¿Qué técnicas usas aquí que no sean puramente digitales?
- *Pistas:* ¿Diseño de encuestas? ¿Focus groups? ¿Análisis cualitativo? ¿Codificación de entrevistas? (Esto muestra tu lado humano/sociológico).

In addition to digital data analysis, I regularly apply **qualitative and mixed research methods** to better understand audiences and social dynamics. This includes:

- Designing and analyzing **surveys** to explore perceptions, behaviors, and attitudes
- Conducting **qualitative analysis of narratives**, media discourse, and social conversations
- Performing **manual coding of content and themes** to complement quantitative insights
- Interpreting **contextual and cultural factors** behind data trends
- Explore and research the consumer behaviour by segments and niche in LATAM.
- Reviewing articles, reports, and stakeholder materials to extract meaning beyond metrics

## B. Skill: Capacity Building (Formación)

- Esto es oro para roles de liderazgo. ¿Has entrenado a equipos regionales para que entiendan los datos?
- *Dato clave:* ¿A cuántas personas aprox. has capacitado? ¿50? ¿100?


A key part of my work has been **building data and analytics capacity across teams and regions**. At the European Climate Foundation, I trained regional teams across Latin America, Canada, and the United States to understand and use tools such as dashboards, benchmarks, audience frameworks, and social listening outputs.

This included:

- Leading training sessions and walkthroughs on how to interpret insights
- Supporting teams to apply data in **campaign planning and decision-making**
- Creating documentation and practical guides to make systems usable long-term
- Providing ongoing support to improve analytical confidence and autonomy

---

## 5. EVIDENCIA VISUAL: Hazlo Real

 **Por qué esto es vital:** Los humanos somos visuales. Un texto sobre un "dashboard complejo" es aburrido; una imagen (aunque esté borrosa) es evidencia irrefutable.

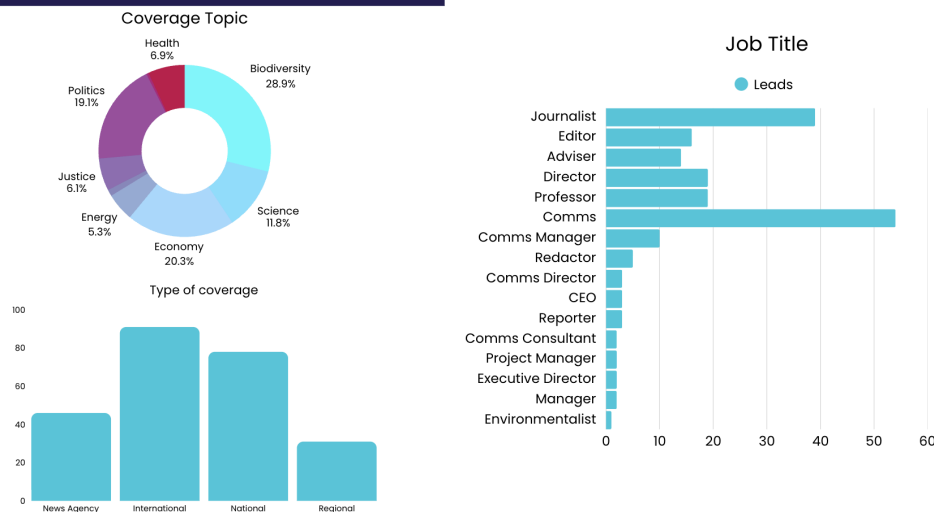
- ¿Tienes alguna captura de pantalla, un PDF viejo, o un PPT donde salga alguno de los dashboards o frameworks?
- **IMPORTANTE:** No te preocupes por la confidencialidad. Yo me encargo de **difuminar/pixelar** cualquier dato sensible, nombre o cifra real. Solo necesitamos mostrar la *estructura* (los gráficos, los colores, la complejidad visual) para que el

reclutador vea que es un sistema real y robusto.

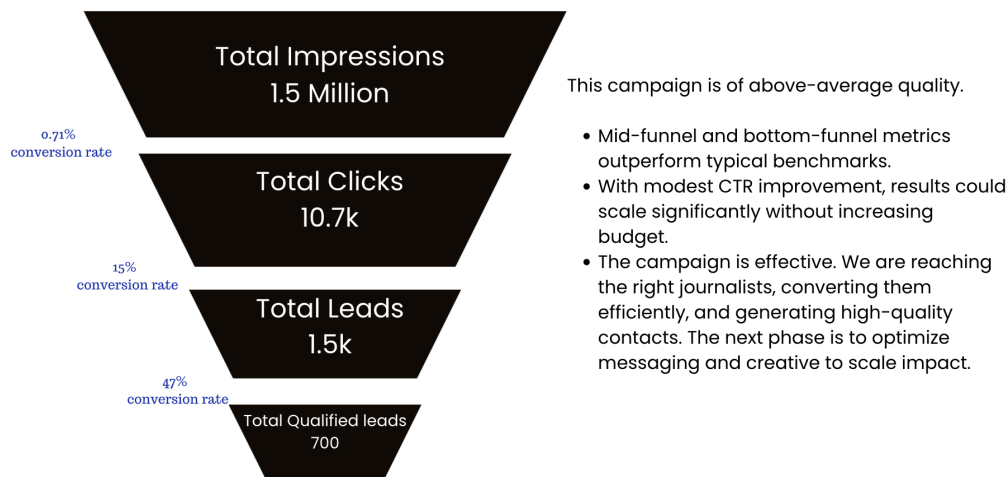
[ADJUNTA O DIME SI TIENES ALGO]

- Video portfolio: [https://youtu.be/SE1XxKrATjo?si=SfsKsC0b6\\_cdn6dl](https://youtu.be/SE1XxKrATjo?si=SfsKsC0b6_cdn6dl)
- YouTube Channel: <https://www.youtube.com/@aidigitalmarketing22/videos>
- LinkedIn Blog: <https://www.linkedin.com/in/angela-parra-s%C3%A1nchez-89548165/recent-activity/articles/>

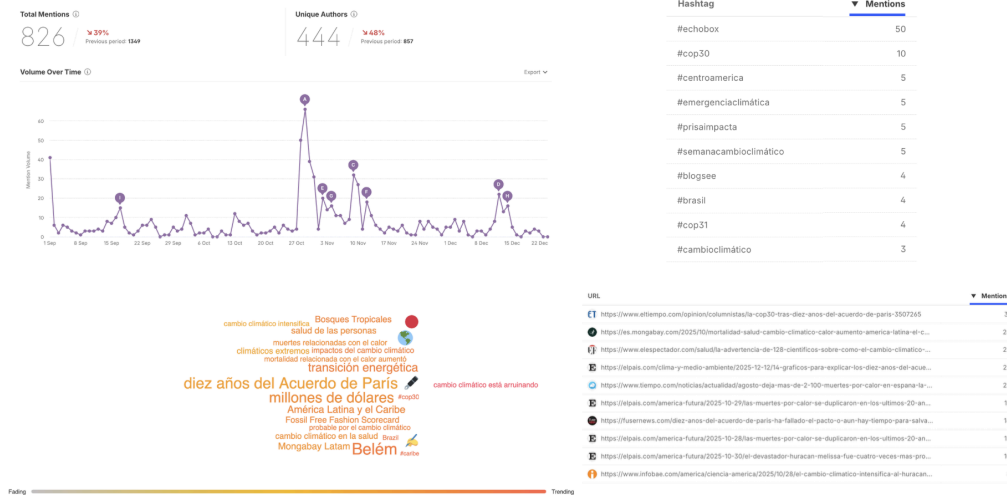
## Leads Overview



## Funnel Conversion

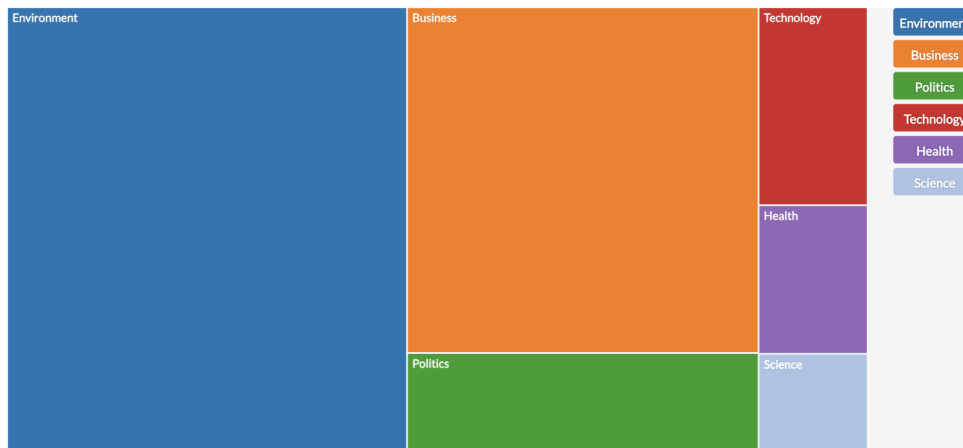


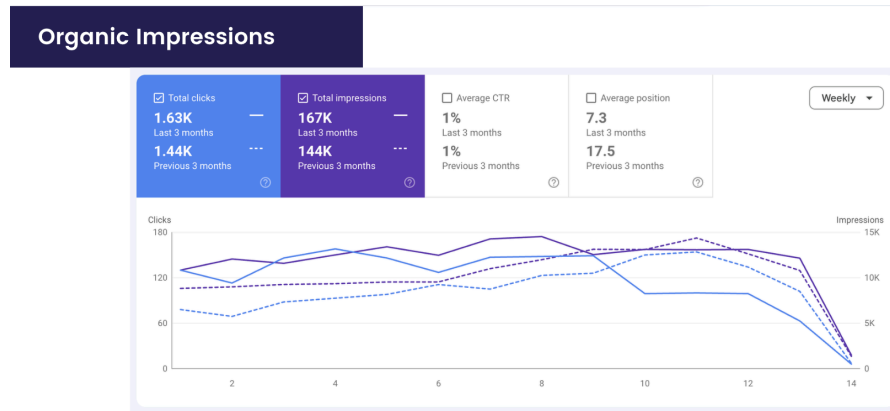
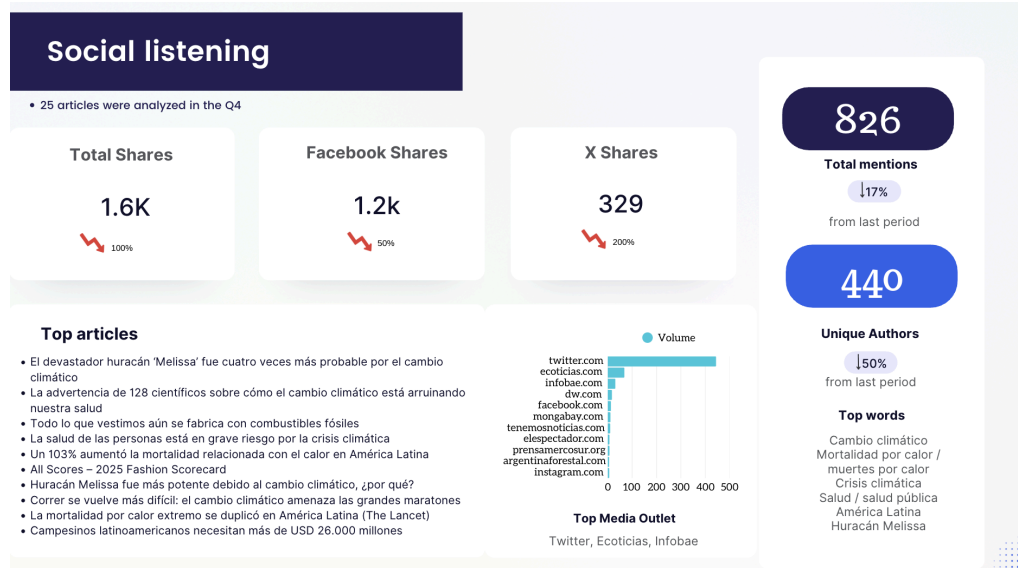
## DASHBOARD EXAMPLE Q4



## ARTICLE CATEGORIES

The visualization represents how the resulting articles can be categorized into various categories and sub-categories.





### Key takeaways

- Visibility and rankings improved significantly: impressions increased by +16% and the average position rose from 17.5 to 7.3.
- Traffic gains lag behind visibility: clicks increased by only +13% and did not outperform impression growth.
- CTR is the bottleneck: despite much better rankings, CTR stayed flat at 1%, indicating a click-through problem rather than a ranking issue.

## 6. DETALLES FINALES (Logística Rápida)

- **Tu Marca Personal (Headline):** Te propuse *"Data & Impact Assessment Specialist"*. ¿Te sientes cómoda con ello o prefieres algo más orientado a la acción como *"Data Strategist for Social Impact"*?
- **Foto:** ¿Tienes una foto profesional a mano? (Ayuda a conectar emocionalmente, pero no es obligatoria si prefieres anonimato total).
- **LinkedIn:** Confírmame si tu URL lleva tilde o no (a veces LinkedIn da error con caracteres especiales):

*Data & Impact Assessment Specialist*

<https://www.linkedin.com/in/angela-parra-s%C3%A1nchez-89548165/>

---