Barbara
Leon

+ Personal Information

- ⌖ Toronto, CA
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- 🌐 www.linkedin.com/in/barbaraleon/

+ Profile

Hello! My name is Barbara, and I excel in crafting effective strategies from complex data, with expertise in marketing, advertising, and data analytics. My educational background in Marketing, Advertising Media Management, and Management Analytics has sharpened my data interpretation and visualization abilities. I focus on data-driven strategies to boost campaign performance and foster business growth through in-depth data analysis.

Client Portfolio:
General Motors, Lowe's, Samsung, Pepsi, Apple, Hasbro, PetSmart, Levi's, Disney, Campbell's, McDonald's, Subaru, Canadian Blood Services, Tourism Nova Scotia, Clorox, FedEx, Petro-Canada, Dr. Scholl's, M&M Food Market, Investors Group, Activision, Sodastream, Leon's, Luxottica, Royal Canadian Mint, Hydro One, Ford, Remax.

+ Work experience

📅 11/2021 – 11/2023　⌖ TORONTO, CA
Data Analytics Manager
Dentsu

- Utilized Tableau Server, Desktop, and Prep to create and manage automated dashboards, offering instant access to critical performance metrics.
- Performed data cleansing and transformation to maintain high-quality and consistent data across diverse sources.
- Developed detailed overviews and tactical perspectives, clearly articulating media performance outcomes to internal stakeholders and clients.

+ Work experience

📅 07/2021 – 11/2021　⌖ TORONTO, CA
Programmatic/Data Account Manager
Publicis

- Converted research findings into practical strategies, employing compelling storytelling and data visualization in PowerPoint and Excel for clear, actionable insights.
- Devised campaign strategies by collaborating with both internal and external client teams, focusing on aligning objectives and optimizing impact.
- Supervised campaign progress, fine-tuning and reporting on key metrics to internal and external clients, ensuring continuous alignment and effectiveness.

📅 11/2018 – 06/2021　⌖ TORONTO, CA
Programmatic/Data Account Manager
Omnicom Media Group

- Analyzed client campaigns, integrating data and marketing strategies to optimize tactics and boost campaign success.
- Worked with clients to develop focused reports in PowerPoint and Excel, addressing key issues and demonstrating campaign results.
- Trained team members in programmatic buying, enhancing their skills and improving overall campaign execution.

📅 12/2017 – 10/2018　⌖ TORONTO, CA
Programmatic/Data Senior Analyst
Omnicom Media Group

- Executed ETL processes to simplify complex data into narratives, facilitating strategic decisions and campaign objectives.
- Provided campaign strategy recommendations through data analysis, aligning with the brand and targeting goals for improved outcomes.
- Partnered with vendors to adopt new features and resolve campaign issues, enhancing performance and client satisfaction.

📅 12/2016 – 11/2017　⌖ TORONTO, CA
Programmatic/Data Analyst
Omnicom Media Group

Work experience

- Handled campaign data ETL in Excel, making it user-friendly to support informed decisions and meet campaign goals.
- Analyzed campaign data to reveal key insights, driving strategic improvements and enhancing effectiveness.
- Crafted optimization strategies aligned with client goals, enhancing campaign effectiveness and client satisfaction.

📅 05/2016 – 11/2016 ⌖ TORONTO, CA

Programmatic/Data Analyst
Ethnodialogue

- Managed digital campaigns, handling setup, optimization, and reporting, resulting in improved performance and effectiveness.
- Facilitated market expansion by translating creative content to Spanish, increasing engagement with Spanish-speaking audiences and widening market reach.

Education

📅 01/2023 – 12/2023

Management Analytics | Master
Queen's University

📅 09/2015 – 04/2016

Advertising Media Management | Post Graduate
Humber College

📅 12/2015

Marketing Management | Bachelor
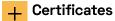**University of Guelph**

Certificates

📅 01/2024

Google Tag Manager Fundamentals
Google Academy

📅 01/2023

The Complete Python Bootcamp From Zero to Hero in Python
Udemy

📅 12/2022

Data Analytics, Big Data & Predictive Analysis
Toronto Metropolitan University

Certificates

📅 08/2021

The Complete SQL Bootcamp 2021
Udemy

📅 04/2020

Advanced Google Analytics
Google Academy

📅 03/2020

Beginner Google Analytics
Google Academy

📅 12/2018

Digital Analytics
Brainstation

Platforms

Tableau Desktop SQL DV360 Jira

Scrum PowerBI Google Analytics

The Trade Desk Amazon DSP

Verizon DSP Google Adwords

Search 360 Campaign Manager

Tableau Prep Sizmek Big Query

Python Databricks R Azure

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