

CRISTIÁN MORALES

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PROFESSIONAL SUMMARY

A dynamic professional with experience in digital marketing operations, data analysis, and campaign management in high-performance environments. Possesses a proven ability to translate information into actionable insights, optimize operational processes, and lead strategic projects. Leveraging recent postgraduate degrees in Business Analytics and an MBA to drive digital transformation and support strategic decision-making in complex marketing environments.

CORE COMPETENCIES & TECHNICAL SKILLS

- **Data Analysis & Visualization:** SQL, Python (basic for statistical analysis), Advanced Excel, Power BI, Dashboards, Insight Generation & Recommendations.
- **Automation & CRM:** JIRA, Salesforce.
- **Campaign & Project Management:** Application of Agile methodologies to marketing and data projects, overseeing the end-to-end execution, monitoring, and optimization of digital campaigns.
- **Process Standardization:** Documentation and standardization of operational processes (SOPs) to improve team efficiency.
- **Languages:** Technical English.

PROFESSIONAL EXPERIENCE

Digital Marketing Advisory Senior Analyst – Accenture (Jan 2026 – Present)

- Lead the strategic planning and execution of end-to-end, multichannel marketing campaigns with a focus on web and social media optimization.
- Collaborate with global stakeholders and third-party agencies to manage project timelines, budgets, and creative delivery using agile methodologies and JIRA.
- Analyze campaign interaction data and CRM insights to provide actionable recommendations that optimize user journeys and maximize marketing ROI.
- Ensure brand consistency and operational excellence across digital platforms, driving website simplification and best-practice implementation.

Digital Customer Success Manager – Catalina Marketing (Sep 2022 – Mar 2025)

- Managed end-to-end digital campaigns, leading effectiveness analysis and continuous optimization.
- Communicated directly with clients to ensure satisfaction and align campaign results with strategic business objectives.
- Presented data-driven reports with key metrics and actionable recommendations.

Senior Digital Ad Operations Specialist – Catalina Marketing (May 2021 – Sep 2022)

- Supervised quality assurance (QA), optimization, and reporting for all digital campaigns.
- Documented and standardized operational processes (SOPs) to improve team efficiency.

Digital Ad Operations Specialist – Catalina Marketing (Oct 2018 – May 2021)

- Executed the creation, monitoring, and optimization of digital advertising campaigns.
- Analyzed campaign performance and generated reports to inform data-driven decisions.

Marketing Analyst – Western Union (Aug 2017 – Sep 2018)

- Coordinated marketing materials and managed the logistics for their distribution in the U.S.
- Supported strategic projects for the Denver-based marketing team.

EDUCATION

- MASTER'S IN BUSINESS ANALYTICS, **2024** – INCAE BUSINESS SCHOOL
- MBA IN MARKETING, **2024** – UNIVERSIDAD LATINA DE COSTA RICA
- LICENCIATURA IN MARKETING COMMUNICATION, **2012** – UNIVERSIDAD LATINA DE COSTA RICA
- BACHELOR'S IN ADVERTISING, **2010** – UNIVERSIDAD LATINA DE COSTA RICA