

Deciree France P. Domanico

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Summary

Recent Business Administration graduate equipped with core data analyst skills in Excel, SQL, and Power BI, developed through independent learning and hands-on projects. Detail-oriented and analytical, with a strong foundation in process optimization and data management. Eager to apply technical skills and a customer-focused mindset to an entry-level data analyst role.

Project

E-Commerce Marketing Analytics Dashboard | [Link](#)

Data Analytics Project

- Analyzed key marketing KPIs, including customer engagement, conversion rate, and customer ratings, to identify performance gaps and business issues.
- Used SQL / MS SQL Server to extract and query marketing and customer data for analysis and reporting.
- Performed data cleaning and feature creation to improve data quality and support accurate insights.
- Built an interactive Power BI dashboard to visualize trends, track product performance, and support marketing decision-making.

Executive Sales Dashboard | [Link](#)

Data Analytics Project

- Built an interactive Power BI dashboard to analyze multi-year sales performance, customer segmentation, and product category trends.
- Designed visualizations to identify top-performing customers and analyze sales trends and product performance, providing a clear view of key business metrics for decision-making.
- Enabled data-driven decision-making by visualizing KPIs, allowing for quick identification of top-performing products and sales trends.

Mobile Gamer Hub | [Link](#)

Data Analysis Project

- Utilized Google Analytics, Google Search Console, and ad network dashboards for data aggregation.
- Conducted competitor and comparative analysis specifically on CPM and revenue metrics to determine network efficacy.

Experience

Bellahbeatrix Cosmetics Product Trading

Marketing Intern

General Trias, Cavite

Feb 2025 – June 2025

- Provided reliable customer support by handling order processing, tracking shipments, and organizing receipts and records using Microsoft Excel, ensuring client satisfaction and smooth operations.
- Led the development of branding strategies and digital content for more than 15 clients, ensuring alignment with current market trends. Produced over 20+ videos and graphics optimized with keywords to improve search engine visibility and online presence.
- Managed Facebook Ad campaigns that increased post engagement by 60% and successfully drove higher traffic to client pages, demonstrating strong skills in paid advertising.

Redbubble
E-Commerce Graphic Designer

Trece Martires City, Cavite (Remote)
September 2022 – December 2022

- I developed design strategies based on international trend research and keyword research (using Google Keyword Planner, and Microsoft Excel) to ensure maximum alignment with e-commerce customer traits and behaviors.
- Created 159+ unique, market-ready T-shirt and hoodie designs optimized for Redbubble's platform to maximize visibility and sales potential.
- Utilized digital design tools to produce visually appealing, print-ready graphics tailored to niche audiences and seasonal trends.

Education

Cavite State University – Trece Campus

Bachelor of Science in Business Administration Major in Marketing Management

Cum Laude, GPA 1.566

Consistent dean's lister, 2021–2025

Thesis "Effect of Traffic Congestion to the Customer Experience Towards On-Demand Delivery Services"

Trece Martires City, Cavite
Sept 2025

Training I Attended

- On-the-job training, Bellahbeatrix Cosmetics Product Trading, June 2025
- Academy of Innovative Salespreneurship and Leadership Excellence, Green Circle Realty, July 2024

Certificates

- SEO Strategy 2025
- Certificate of Achievement in Fundamentals of Financial Services
- Enhancing Digital Marketing Performance through Insights from Behavioral Science
- Business Ethics Micro-Enterprise Management
- Secured 3rd Place in Product Exhibit, Entrepreneur Day, 2023
- Received Outstanding Performance Award, Retail Management, 2023

Additional Information

- **Skills & Tools:** Excel (Advanced), SQL (MSSQL), Power BI, Google Analytics, Microsoft 365, Github, Canva, CapCut
- **Core Skills:** Problem-solving, Attention to detail, Process improvement, Time management
- **Languages:** English, Filipino