

# 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

### Bellaheatrix 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.

<b>Redbubble</b> E-Commerce Graphic Designer	Trece Martires City, Cavite (Remote) September 2022 – December 2022
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- 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**

<b>Cavite State University – Trece Campus</b> 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
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### **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