

Ana Frias

Digital Marketing/Analytics
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Profile

I'm a well-rounded digital marketing specialist who is passionate about data and insights. Being keen to move into a more analytical role, I've been teaching myself Python, SQL and various data science libraries through online courses. I am looking for a challenging job opportunity to both use and extend my current skill set.

Skills

Tools: Google Analytics (GAIQ), Google Tag Manager, Google Ads & Bing Ads
Programming Languages: Basic knowledge of HTML, JavaScript, Python & SQL
Multilingual: Portuguese (Native), English (Full Proficiency), Spanish (Fluent)
Personal: Self learner, resilient, positive and curious

Current Role

Digital Marketing Analyst, 80 DAYS, Edinburgh – August 2017 - Current
80 DAYS is a digital marketing agency that specialises in travel and hotel marketing. I work across different digital marketing disciplines, focusing in technical Analytics, SEO, Paid Search and CRO. Common tasks include:

Analytics

- Analytics implementation with Google Tag Manager
- Google Analytics set up (e.g. goals, funnels)
- Troubleshooting data collection problems (e.g. cross-domain tracking)

SEO

- On-site and off-site SEO optimisation to improve organic search presence
- SEO pre and post launch site quality assurance
- SEO technical audits

Paid Search

- Build, monitor and optimise paid search campaigns.
- Provide recommendations and execute strategies for campaign structuring, targeting, bid strategies, etc.

CRO

- Analysing online customers' journeys
- A/B testing
- Drawing insights and recommendations from the available data to improve conversions

Team/Client Management

- As lead marketing executive for some clients, I manage the account's team and am responsible for all aspects of the clients' digital marketing strategy.

Previous Experience	<p>Marketing Analyst, Marc Brew Company, Edinburgh – July 2017 (Freelance) Marc Brew Company is a dance company based in Scotland. I analysed the data available from previous Facebook paid social campaigns and behaviour on website to draw recommendations for future digital marketing strategies.</p> <p>Marketing Executive, Sharing Secrets Festival, Edinburgh – January 2017 - June 2017 I devised and implemented a digital marketing strategy to promote the festival that included paid advertising, digital P.R. and content creation. I have also collected and analysed data to recommend strategies for future festival editions.</p> <p><i>Travelled South America and finished my master's degree dissertation, April 2016 - December 2016</i></p> <p>Project and Marketing Assistant, Himalayan Centre for Arts and Culture, Edinburgh – May 2015 - March 2016 (Part-time, started as volunteer than moved to employee) I assisted in events organisation and online and offline promotion of the organisation and its events.</p> <p>Customer Service Representative, Sykes, Edinburgh – June 2013 - August 2015 Common tasks would include responding to customers' enquiries within given timescales, identifying and escalating priority issues.</p>
Education	<p>Queen Margaret University, Edinburgh – MA Arts, Festivals and Cultural Management (2014-2016) University of Lisbon - Degree in Performing Arts Studies (2005-2009) Universidad Carlos III, Madrid - Communication and Media Studies (2008-2009) Erasmus Programme</p>
References	Available upon request