



Gabriella De Las Casas

DIGITAL MARKETING ANALYST

I'm a Marketing Analysis Master's student who is searching for a work opportunity to implement my specialized knowledge in data driven decision making and marketing technologies.

CONTACT INFORMATION

Cell: (419) 345 5786
Email: delascasagabby@gmail.com
Address: 12 Creekside Ln. Rochester, NY
LinkedIn: <https://www.linkedin.com/in/gabriella-de-las-casas/>

PREVIOUS EDUCATION

emlyon business school Paris, France

MSc. in Digital Marketing and Data Science 2019

- Maintained a 4.0 GPA
- Consistent dean's lister
- Ambassador of master's program
- Final Semester in East Normal University in Shanghai, China

University of Rochester New York, United States

BSc. Business and Environmental Science 2018

- Maintained a GPA of 3.8
- President of the Sustainability Club

AWARDS

- University of Rochester Merit Scholarship 2015-2018
- Shell 360 Scholar 2018
- emlyon business school Merit Scholarship 2018-2020

LANGUAGE

Code: R, SQL, Python, HTML, CSS
Formal: English, Spanish, French

WORK HISTORY

AI Consultant Intern

Shanghai, China

Pierre et Vacances

2019 to Present

- Resolves an average of 300 inquiries weekly
- Submits over 100 insights monthly on machine learning technology
- Manages bi weekly market research reports
- Produces metric reports on consumer behavior
- Empowers and leads teams to achieve monthly objectives

Marketing Analyst

Bordeaux, France

Notusail

2017-2018

- Analyzed data and developed 25 insight reports using SQL, Google Analytics and Excel
- Achieved a customer satisfaction rating of 98%
- Managed SEO and SEA Strategies for 3 marketing campaigns
- Increased conversions by 25%

Project Assistant

New York, USA

Greater Rochester Clean Cities

2016-2017

- Managed 10 events for the Electric Vehicle Program
- Increased the EV fleets by 30%
- Installed 41 charging stations in the New York region
- Accelerated social media following and engagement by 15%
- Networked with over 20 different companies for partnership opportunities
- Inspired team with 10 different public speaking events

HIGHLIGHTED SKILLS

Personal

- Conflict Resolution
- Excellent Communication Skills
- Public Speaking
- Service and Support
- Strong Work Ethic
- Great Attention to Detail

Software

- Tableau
- PowerBI
- IBM Watson
- R Studio
- Jupyter Notebook
- Excel

Project Based

- Data Visualization, Mining, Modeling
- Exploratory Statistical Analysis
- Discovering Insights and Trends
- Developing Marketing ROI Campaigns
- A/B Testing
- Business Intelligence