MARKETING SPECIALIST

NICOLÁS BARRERA

ABOUT ME

Eloqua-driven email marketing expert, skilled in targeted segmentation and creative content. Proven track record in driving engagement and conversions. Strong interpersonal skills and effective communication contribute to a collaborative and innovative team environment.

PERSONAL INFO

+1 514-980-7419
nicolasbarreracaicedo@hotmail.com
https://nick9303.github.io/

EXPERIENCE

DIGITAL MARKETING ANALYST

Red Design Systems | 8 Months - (Mar 2023 - Oct 2023)

As a Unity and Oracle request solver, I played a vital role in implementing and optimizing email marketing strategies in Eloqua. By providing personalized assistance and fostering collaboration, I ensured the efficient achievement of marketing objectives, maximizing impact.

FREELANCER

Digital Marketing | 6 Months - (Oct 2022 - Abril 2023)

Develop, optimize, and manage Google Ads campaigns to promote company services. Utilize data analysis to enhance campaigns, achieving lower cost per click and superior results.

MARKETING ASSISTANT

GRICOL | 6 Months - (Feb 2022 - Aug 2022)

National Coordinator of in-store Marketing, designing and distributing of marketing merchandise for stores while crafting creative pieces for company communications. My role focused on enhancing brand presence and maintaining a visually compelling brand narrative.

APPOINTMENT SETTER AGENT

Airtech / Spectrum | 6 Months - (June 2019 - Nov 2020)

Worked at Airtech serving Spectrum in the US, handling cold calling to appoint dates for the return of the equipment.

SALES AND CUSTOMER SERVICE AGENT

Concentrix / AT&T | 6 Months - (Sept 2018 - Feb 2019)

As a Customer Representative, I cultivated invaluable experience at the forefront of a marketing campaign strategy, playing a pivotal role in delivering exceptional customer care that contributed to the attainment of campaign objectives.

EDUCATION

FUNDACIÓN UNIVERSITARIA LOS LIBERTADORES

Bachelor´s degree of Marketing and Advertising
·2019 - 2022·
Creation, development, and enhancement of marketing strategies, leveraging Big Data analytics through Python to optimize digital campaigns.

- Highlights
  - Two honors for high performance
  - Average GPA of 4.4.

COMPLEMENTARY EDUCATION

CREAHANA

Certificates
· Certificate of introduction to HTML
· Certificate of soft skills

UDEMY

Certificates
· Certificate of Reporting for Business Intelligence
· Certificate of Google Ads
· Certificate of Digital Marketing

PLATZI

Certificates
· Certificate for completed all English academy courses, basic digital marketing courses and soft skills.