

# Gabriela Ramos

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## PROFESSIONAL SUMMARY

Accomplished Marketing Analyst with 2 years of progressive experience in Marketing. Demonstrated expertise in Email Marketing, Mailchimp, HubSpot with a strong track record of driving innovation and delivering measurable business results.

## CORE COMPETENCIES

Email Marketing

Mailchimp

HubSpot

Salesforce

Marketing Automation

CRM

## PROFESSIONAL EXPERIENCE

### Marketing Analyst | TechPioneer

2023 - Present | Seattle, WA, USA

- Spearheaded marketing initiatives that delivered 33% improvement in operational efficiency
- Led cross-functional teams of 14 professionals across multiple high-impact projects
- Architected and implemented Email Marketing solutions resulting in \$369K annual cost savings
- Established best practices and mentored 6 team members, improving overall team productivity by 30%

## EDUCATION

### Bachelor of Science in Communications

Columbia University | 2017

## CERTIFICATIONS

- HubSpot Content Marketing
- Google Analytics Certified