

# Joana Piovaroli

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## EXPERIENCE

### CRM & BI Analyst South Cone - AstraZeneca (01.2016 - 12.2019)

- End-to-end project planning, testing, implementation and user training.
- Manage the Salesforce platform, data feeds and CRM operations.
- Develop ongoing reports, analyses and dashboards to drive key business decisions.
- Tools: MS SQL Server, Tableau, Salesforce, Reltio MDM.

### BI Analyst - Falabella (10.2015 - 01.2016)

- Analyze customer databases to build email and SMS campaigns.
- Track response, open rate, clicks, conversion and other KPIs to evaluate effectiveness.
- Provide weekly/monthly/ad-hoc reporting and actionable insights.
- Tools: MS SQL Server, SPSS Modeler, Salesforce Marketing Cloud

### Ad Operations & Analytics - GroupM (03.2015 - 10.2015)

- Set-up online campaigns and monitor campaign delivery.
- Perform QA and technical specs for display, mobile and video campaigns that go live.
- Resolve technical issues that affect tracking, implementation or reporting.
- Run weekly, daily, and final reports as required by client account teams.

## EDUCATION

### Universidad Tecnológica Nacional

Tecnicatura Superior en Informática Aplicada (2017 - 2021)

### Universidad de Ciencias Empresariales y Sociales

Licenciatura en Marketing, incomplete (2013 - 2015)

## Additional Coursework

### Universidad Austral

Digital Marketing and Business Model Generation (2015)

Social Media Management (2014)

### Universidad Tecnológica Nacional

Business Intelligence and Data Mining (2015)

### Coursera (online)

Python 3 Programming Specialization

Data Engineering Foundations

Data Warehousing for Business Intelligence