

# **Mariana Santolaja's CV**

## **Mariana Santolaja**

Hi, I'm Mariana and it's nice to meet you! I'm currently a student pursuing a major in Business Analytics and a minor in Marketing. I'm passionate about data, I believe in Doctor's W. Edwards Deming saying "In God we trust. All others must bring data." Data driven decisions are

My LinkedIn profile

### **Currently**

Completing B.A. in Business Analysis with a Minor in Marketing (Expected Graduation: June/2028) Exploring full-time opportunities in marketing, business analytics, or growth strategy

### **Past Experiences**

#### **Meta — Advertising Representative | 1 year**

Supported advertisers across Meta platforms, optimizing campaigns and improving performance through data-driven insights.

Managed client communication and provided troubleshooting for ad delivery and account issues.

#### **Digital Marketing Agency — Marketing Assistant | 1 year**

Assisted in building and executing multi-platform digital campaigns.

Coordinated content, tracked analytics, and contributed to strategy improvements

#### **Crowdfunding-Focused Digital Marketing Agency — Client Support Representative | 1 year**

Guided clients through campaign launches, ensuring proper setup, branding, and messaging.  
Handled customer service, answered inquiries, and maintained strong client relationships.

### **Chief Detective (Growth Hacking Agency) — Growth Analyst | 1.5 years**

Executed growth strategies, A/B tests, and funnel optimizations to increase user acquisition.  
Analyzed campaign data, identified opportunities, and implemented rapid-iteration solutions.  
Collaborated closely with marketing, product, and creative teams.

### **Interests**

Data analytics, performance optimization, media analysis, Python side-projects and my “Cookies-and-Cream Milk Tracker,” spreadsheet that works as a campus tool I built to find out which vending machines are more likely to have my favorite milk based on the day of the week.

### **Education**

April 2024 - Currently Business Analytics, Brigham Young University - Idaho

### **Awards**

2025 CAPSIM Club 800 — Ranked among the top students globally that achieved a 800 higher score on a Business performance simulator

### **Skills**

Data & Analytics: Excel, Google Analytics, SQL (basic), data visualization, reporting

Marketing: Meta Ads, campaign optimization, A/B testing, SEO basics

Business: Strategic planning, market research, financial literacy, project coordination

Tools: Google Workspace, CRM tools, Python (intermediate)

### **Languages**

English - Fluent

Spanish - Fluent

Portuguese - Native