Alex Spelucín León

Digital Analytics professional with 4+ years of experience, with notable results in the real estate and construction. I focus on the analytical and technical side of marketing to improve usability, content and performance.

💼 Experience

Picnic, Digital Analytics Lead
May 2022–Jul 2023

In charge of tracking implementation and measurement strategy for clients in the construction and real estate sectors. Proficient with Google Analytics 4, Google Tag Manager, BigQuery, Looker Studio, R and SQL.

In-house, agency and freelance, SEO Analyst and Consultant
April 2020–May 2022

While this is not a direct Analytics position, I developed technical and analytical skills that can be applied to a digital analyst position.

Picnic, Digital Analyst Jr.
June 2019–March 2020

My first experience in digital analytics, where I learned to use Google Tag Manager and Data Studio. I developed measurement implementation for clients in the construction and real estate sectors.

🎓 Education

Google, From data to insights with BigQuery
Diploma
In Progress

Platzi, Data Marketer
Diploma
May 2023–November 2023

CXL, Digital Analytics
Diploma
December 2020–February 2021

University of Piura, Business Management
B.Sc.
March 2013–December 2017

📘 Courses

Platzi, A/B Testing
November 2023

Google, Google Analytics 4 IQ (official certification)
November 2023

Platzi, JavaScript Basics
May 2023

Platzi, Database and SQL Basics
March 2023

Google, Google Tag Manager for Marketers
May 2023

✉️ Personal Data

+51 960 529 494
Email | LinkedIn | GitHub | Website

💪 Competencies

📈 Google Analytics 4
●●●●●●●●●●●○

📊 Looker Studio
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✏️ Google Tag Manager
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💹 Google Sheets
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☁️ Google BigQuery
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📄 SQL
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👨‍💻 JavaScript
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👨‍💻 R Statistics
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🕷️ Chrome Debug Tools
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💼 Micsosoft Clarity
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🧠 Key Skills

Data visualization, business intelligence, **marketing analytics**, measurement strategy, **dashboard design**, data analysis, data literacy, communicative, assertive and **detail oriented**.

💬 Languages

English (Advanced)
Spanish (Native)