

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, Applied JavaScript, Debugging and DOM

In Progress

Platzi, Google Analytics 4 and Migration to GA4

March 2023

Platzi, Inferential Statistics with R

In Progress

Platzi, Database and SQL Basics

March 2023

Udemy, BigQuery for Marketers

In Progress

Personal Data

+51 960 529 494

[Email](#) | [LinkedIn](#) | [GitHub](#) | [Website](#)

Competencies

Google Analytics 4



Looker Studio



Google Tag Manager



Google Sheets



Google BigQuery



SQL



JavaScript



R Statistics



Chrome Debug Tools



Microsoft Clarity



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)