Cynthia Dafinone

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Summary:

Results-driven marketing professional with 5 years of experience in the industry. Strong background in developing and executing successful marketing strategies, with a focus on biddable media. Currently retraining in software development, with experience in web development, programming languages such as HTML, CSS, JavaScript, C#, and Python. Proven ability to learn quickly and adapt to new technologies. Seeking a software development role to utilize my marketing experience and technical skills to drive business growth.

Work Experience:

The Grove Media Limited | Online Account Manager| November 2020 – February 2022

Using Google Analytics to interpret patterns within client data to make suggestions about future cross-channel marketing approaches.

Linking Rest APIs and building dashboard widgets to help visualize client data using Tap Clicks, then using prior agency knowledge to support the shift from Tap Clicks to Adverity.

Setting up and ensuring new biddable campaigns go live on time across paid search and paid social platforms including Google Ads, Microsoft Ads, Facebook, Instagram, Twitter, LinkedIn and Snapchat.

Building out an automated report to track calls (conversions) from prospective students applying during the clearing cycle – Initially, a repeated manual process scaled back from 1hr to 5 minutes.

Reprise Digital | PPC Account Analyst| November 2019 – July 2020

Creating and monitoring retail campaigns using the Google AdWords and Microsoft advertising platforms. Using Adobe Media Optimiser to facilitate allocation and management of monthly budgets.

Working with the in-house team to set up Adverity Dashboards, connecting APIs and building widgets to visualize multi-channel client data.

Using JavaScript to automate ad management solutions including pausing low-quality score keywords and disapproved ads to ensure the smooth running of the account.

Using Adobe Analytics to provide insights to support marketing strategy to launch the 1989 Batmobile Lego Set on Black Friday, which helped to drive a 98% increase in yearly revenue across European markets.

Aided in establishing new markets in Scandinavia, by building out shopping campaigns to support local stores and show local inventory in real time.

Kinase | Trainee Account Executive | August 2018 – July 2019
Running paid search campaigns and managing their respective budgets using Kenshoo and Google Analytics to provide weekly insights into performance and plans for optimisation.

Built a Shopping feed to Campaign Scraper using Excel VBA to automatically build new campaigns and product groups from new products added to the feed.

Used JavaScript to automate Google shopping management solutions disabling Ads for Out-of-Stock items to avoid disapprovals in the Google Merchant Center.

Used JavaScript to automate pausing local inventory ads based on flood warnings in New Zealand.

Education:
BSc Computer Science with proficiency in Spanish, The University of Exeter (2018)

Skills:
Software Development: HTML, CSS, JavaScript (React), Python (Django and Flask), C#

Tools: Google Cloud Platform, AWS, Vercel, Unity, Google Analytics, Adobe Creative Suite,

Certifications:
Google Analytics Certification
Free Code Camp Responsive Web Design Certification