

MARICELA QUINTANERO

Data Analyst

CONTACT

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(123) 456-7890 

San Diego, CA 

[LinkedIn](#) 

EDUCATION

Bachelor of Arts

Marketing

University of California San
Diego

2006 - 2010

San Diego, CA

SKILLS

Organization

Collaboration

Microsoft 365

SQL

Adobe Creative Suite

Tableau

Analysis

Verbal Communication

OBJECTIVE

Prospective data analyst with 12+ years of solid background in graphic design, digital marketing, and management. Seeking a change in gears back to my first love of data where I can apply my problem-solving and software expertise in an upbeat, driven establishment like Tesla.

WORK EXPERIENCE

Digital Marketing Manager

Kustomer

2019 - current / San Diego, CA

- Developed knowledge of AI technology in customer/agent chat solutions to deliver effective digital marketing campaigns
- Revamped website to increase traffic by 34%, blasted targeted email campaigns, managed paid social media campaigns, and analyzed metrics to understand trends
- Engaged with social media followers and developed Instagram and Facebook stories that reached 520k+ prospective clients
- Maintained brand's image and reputation in all feedback and responses to online reviews, questions, and comments

Marketing Manager

Prime Studio

2012 - 2019 / San Diego, CA

- Organized print and digital campaigns for over 400 clients, specializing in web, social media, and email campaigns
- Mastered SEO for web content, driving clients' traffic up by 63%
- Communicated marketing reports to clients 4 times per month
- Adhered to clients' budgets, monitoring design production and campaigns to meet deadlines and stay under budget

Graphic Designer

Known

2010 - 2012 / San Diego, CA

- Designed, edited, and formatted graphics for social media, OOH, and print campaigns under the direction of lead designer
- Studied and researched clients' brands, values, and goals to create aligned graphics, helping clients increase sales by 12%
- Collaborated with the design team, writers, and editors to build cohesive campaigns, complete projects under deadline 92% of the time, and share ideas and updates