

## Summary

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Expertise at communicating with clients to identify needs, provide solutions, and proper reporting tools. Demonstrate talent for creating initiatives to promote and implement state-of-the-art technologies and data. Versatile multi-tasker, adept at coordinating all aspects of daily operations.

## Experience

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August 2015 to present

**SENIOR ANALYST, METASEARCH MARKETING | Expedia** — Bellevue, WA

- Identify new growth opportunities and implement initiatives which enhance Metasearch traffic productivity and increase ROI.
- P&L ownership for respective points of sale inclusive of quarterly forecast and annual plan cycle.
- Mine database for critical business intelligence/insights.

November 2013 - July 2015

**SENIOR KEY ACCOUNT MANAGER | AdTaxi Networks (Google PSP)** — Denver, Colorado

- Managed & optimized the launch of each campaign to meet specified performance objectives and managing client's expectations. Delivered monthly performance reports.

March 2013 - July 2014 (Part-time)

**PAID SEARCH STRATEGIST | Trada Inc. (Google Partner)** — Boulder, CO

October 2012 - October 2013 (Remote – Part-time)

**EMAIL MARKETER | IrevLogic** — Nashville, TN

- Developed and managed clientele email campaigns to generate leads throughout various email providers.
- Provided data analysis and reporting of lead metrics, KPI's and profitability.

March 2012 -October 2012

**MARKETING MANAGER | Ecosyste.ms** — Boulder, CO

- Developed and implemented strategic marketing/sales plans and forecast to achieve corporate objectives for products and services

May 2010 -December 2010

**EVENT PLANNER (Internship) | Buenos Aires Pub Crawl** — Buenos Aires, Argentina

January 2009–July 2009

**Helper in Organic Farms | World Wide Opportunities on Organic Farms - Australia**

September 2007 -August 2008

**NATIONAL SALES TRAINER | L'Oreal** — Lyon, France

September 2005–August 2007

**ADMINISTRATIVE ASSISTANT | Parfums Christian Dior** — Saint Jean de Braye, France

## Education

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- **Data Science – General Assembly (September, 2016)** – Seattle, WA
- **MBA Strategic Marketing (Online) - The London School of Business & Finance 2015**
- **Bachelors of Science: International Business Trade - CCI Lyon 2010** — Lyon, France

## Core Strengths / Skills

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- **Marketing:** Paid advertising, Retargeting, Google Analytics, Testing and Sales funnel analysis.
- **Data Analysis:** Hadoop, Omniture, Qlikview, Tableau and Knowledge of SQL.
- **Programming Language:** Python
- **Language:** Fluent in French, proficient in Spanish.