

Nicolas Barrera

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Summary of Qualifications

- Proficient in utilizing data visualization tools such as Looker Studio and Power BI to transform Google Ads and Google Analytics data into comprehensive, actionable reports that drive strategic decision-making
- 1+ years of experience providing end-client customer support in the communication industry
- Expertise in designing and executing large-scale email campaigns, segmenting contacts, and creating high-impact landing pages using Eloqua, HTML, and CSS
- Demonstrated ability to provide satisfactory solutions to clients with excellent problem-solving skills developed through years of customer support experience and community engagement events
- Strong written and verbal communication skills with a proven track record of responding to needs efficiently by answering 50+ phone calls per day
- Strong analytical capabilities with a focus on optimizing campaign performance and improving customer engagement
- Fluent in English and Spanish

Technical Skills

Operating Systems:

Windows 10

Applications & Tools:

Microsoft Excel, Azure Sandbox, Adobe Suite

Tools:

Google Workspace/Analytics/Ads, RDBMS, IBM Cognos Analytics, Jupyter, SQLite, Eloqua, CRM, Looker Studio, Power BI

Project Management Fundamentals:

Agile, Waterfall, Scrum, Kanban, Trello

Languages:

SQL, Python, HTML, CSS

Education & Certifications

Microsoft Azure AI Fundamentals Professional Certificate

Oct 2024

IBM Data Analyst Professional Certificate

Expected 2024

Junior Data Analyst Program

Sept – Dec 2024

NPower Canada | Toronto

14-week intensive online training on the fundamentals of computer technology, and project management

- Utilize Excel spreadsheets to perform data wrangling and data mining
- Develop working knowledge of Python language for data analysis using Pandas and Numpy
- Effectively complete a capstone project by collecting data from multiple sources, performing exploratory data analysis, data wrangling, statistical analysis and mining of the data using Python libraries
- Work extensively on creating charts and plots to visualize data, and building an interactive dashboard using IBM's Cognos Analytics and various Excel charts/graphs
- Visualize data using Python libraries including Matplotlib, Seaborn, Plotly and Dash
- Compose queries to access data in cloud databases using SQL and Python from Jupyter notebooks
- Explain cloud concepts, benefits of cloud computing and core Azure architecture components
- Use core Azure services and choose the Azure AI services that best address a company's challenges
- Control Azure spending and managing bills by applying recommended practices to minimize cost
- Demonstrated a high level of understanding of Agile Project Management Lifecycle and key techniques and successfully complete Agile projects using tools such as Scrum, Kanban

Bachelor's in Marketing and Advertising

Nov 2022

Fundación Universitaria Los Libertadores | Bogotá, Colombia

Work Experience

General Labour

Apr – July 2024

Fast Trac | Terrebonne, Quebec

- Cleaned and maintained the factory machines for optimal functioning
- Operated the forklift to receive orders for metals and parts and organize the factory warehouse
- Cut and created metal parts using different machines as needed
- Used different tools to grind, polish, cut, unscrew or disassemble truck parts

Digital Marketing Analyst

Mar – Oct 2023

Red Design Systems | Bogotá, Colombia

- Responded to requests from agency clients and created an excellent customer experience
- Segmented contacts, and conducted massive email campaigns and design landing pages for Unity and Oracle clients via Eloqua
- Developed campaigns on Meta, Google and LinkedIn
- Created content for strategies and administration for the Longboards USA store on Shopify

Freelance Digital Marketing Specialist

Nov 2022 – Mar 2023

Peña Bennett Studio Legal | Bogotá, Colombia

- Developed, optimized and managed Google Ads campaigns to promote the company's services focusing on cost per click
- Utilized data analytics to improve campaign objectives using tool like Google Looker Studio and Google Analytics, providing dashboards and reports with beneficial insights for business development

Customer Service Representative

Sept 2022 – Feb 2023

Airtech | Bogotá, Colombia

- Created an excellent customer experience, recommending the best service or product based on their needs
- Contributed to the success of the team by achieving monthly sales objectives for products and services
- Gathered information from customers in order to make appropriate product or service recommendations

Marketing Assistant

Feb – Aug 2022

GRICOL | Bogotá, Colombia

- Collaborated with the National Store Marketing Coordinator to design and distributed product displays for stores
- Created communication tools using multiple media platforms