DANIELA ROMINA BILSKI

05/03/1991, soltera

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GOAL

Continue and expand my professional development within an organization with data-driven culture. I have a detailed profile, analytical and with good communication between areas to achieve effective teamwork.

EDUCATION

Bachelor’s Communication Science, UBA.

WORK EXPERIENCE

RADIO MITRE S.A. (september 2018 - present)

Business intelligence

Responsible for the extraction, manipulation, analysis and data visualization from differents data sources to help the business decisions of the radio in its digital transformation process. Proposals for process improvements, measurement criteria and automation.
Understand the needs of internal clients to help them in data cleaning and visualization (team work with content and commercial teams).
Analysis of digital audience (profiles for each product), understanding of user behavior, UX.
We also work together with the development team to correctly measure events on websites and applications.
Use Tableau Prep as ETL process and Tableau Desktop and Datastudio for dashboards.

Tools: Tableau, Datastudio, Google Analytics, Comscore, Google Ad Manager, Bigquery, Hootsuite, Crowdtangle, RRSS, Ibope, Regex JS.

LABORATORIOS BAGÓ (october 2017 - september 2018)

Digital marketing

Coordination of digital advertising actions (RRSS, Google Adwords, email marketing and other online media) of the Massive Consumption division.
Create the digital strategy of each brand in the area to work together with the contracted agencies and brand managers achieving an integration on-off.
Reporting and benchmarks.
I was in charge of the contact with the suppliers comparing the budgets and detecting the opportunities to optimize the business of each brand.
Preparation and monitoring of purchase orders in the sector (SAP)
Control the invoicing of the suppliers in contrast to the tracking of guidelines and purchase orders.

HAVAS MEDIA GROUP (february 2014 – october 2017)

Data & insights analyst Senior (feb. 2014 - oct. 2017)

I joined the DBi area to develop as a Data Analyst: I worked with the planning and strategy teams to monitor digital campaigns and analyze big volumes of data. In addition, I was in charge of the review of pieces in HTML5, site tagging, ad serving management for campaign tracking and generation of Dashboards.

Tools: Google Adwords, Google Analytics, Doubleclick, Google Tag Manager, Comscore, Bing Ads, Artemis, Sizmek, Data Studio, Tableau, Admetricks, Socialbakers, Ad Quality.

Digital marketing analyst (feb. 2014 - mar. 2015)

I worked in the digital marketing team, implementation, advertising campaigns (SEM, Display, Video and social networks) and reports according to the performance of the same and based on the fulfillment of the objectives of different clients (Santander Río, Emirates, First Data, LVMH, Philips, PSA.

WUNDERMAN CATO JOHNSON S.A. (august 2013 – february 2014)

Trafficker for Microsoft LATAM

Manage online marketing campaigns for the Microsoft account at the regional level (LATAM) using different digital platforms.

Tracking codes for advertising campaigns.
Use of SQL to consult databases.
Impact mode and metrics (NSAT)
Processes to generate leads, activities and sales opportunities.
Constant teamwork along with accounts managers and contact with clients.

BAPRO MEDIOS DE PAGO S.A. (march 2011 – july 2013)

Customer Services Representative

Reception calls of the ART Province sector
Search for solutions and alternatives according to the case.
Containment of conflicting clients.
I collaborated in improving the system by contributing new ideas.
In addition, I attended switch service and administrative tasks
Training for new colleagues.
Making outgoing calls for different campaigns.

TICKETEK ARGENTINA S.A. (august 2010 – january 2011)

Customer Services Representative

Advice to clients about different shows and claims attention.
Search the sale opportunity in each particular case.
Performing transactions by system when making a sale.

LANGUAGES

English (intermediate level)

COURSES AND CERTIFICATIONS

Tableau Prep - Accuratio (may 2019)

Python Bases - Educación IT (may 2019)

Google Analytics Certification (april 2019)

Learning Python for Data Analysis and Visualization - Udemy (january 2019)

Introduction to databases and SQL - Educación IT (november-december 2018)

Tableau Desktop - Blue Patagon (january 2017)