

## Contact

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## Top Skills

Data Analysis

Media Buying

Search Engine Marketing (SEM)

## Languages

Inglés (Full Professional)

Español (Native or Bilingual)

Francés (Limited Working)

# Joaquin Godoy Torres

Paid Media Analyst | Economist

Buenos Aires, Buenos Aires Province, Argentina

## Experience

Krei

Sr. Paid Media Analyst

July 2022 - April 2023 (10 months)

- Formation of the Media Buying team.
- Alignment and definition of quarterly KPIs.
- Planning and implementation of digital media campaigns (Google Ads, Facebook Ads, Bing Ads) across 20 advertising accounts.
- Preparation of daily dashboards in Data Studio.
- Monitoring of KPIs and optimization of campaigns based on proposed KPIs.
- Execution of A/B tests.
- Budget control.
- Report, analysis and insights of completed campaigns, along with recommendations for future planning.
- Planning of digital pieces together with the design team and copy-writing.

Economía y Energía SA

Junior Economist

September 2021 - June 2022 (10 months)

City of Buenos Aires, Buenos Aires Province, Argentina

- Research on topics related to economics and the energy sector.
- Monitoring of the macroeconomic situation.
- Preparation of projections on macroeconomic and energy variables.
- Monitoring and collection of economic and energy indicators.
- Preparation of weekly and monthly reports about the energy sector and macroeconomic variables.
- Preparation of presentations in Microsoft PowerPoint.
- Database management in Microsoft Excel and Microsoft Access.

Krei

Paid Media Analyst

July 2019 - August 2021 (2 years 2 months)

- Planning and implementation of campaigns in digital media (Google Ads, Facebook Ads, Bing Ads).
- Monitoring KPIs and optimizing campaigns based on objectives.

- Execution of A/B tests.
- Budget control.
- Report, analysis and insights of completed campaigns, along with recommendations for future planning.
- Creation and configuration of new accounts.
- Management of Google Analytics, Google Ads, Facebook Business Manager, Google Tag Manager and Wordpress.

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## Education

Universidad de Buenos Aires

Bachelor's degree, Economics · (2018 - 2022)

Colegio Nacional de Buenos Aires

Bachiller · (2013 - 2017)