

# NATALIA TEVELES

MARKETING ANALYST



## PERSONAL INFORMATION:

**Birth:** May 10, 1996  
**Phone:** +5493455401078  
**E-mail:** natiteveles@gmail.com  
**Linkedin:** [Natalia Teveles](#)

## COURSES AND CERTIFICATIONS:

2024 | Google Ads Search Certification  
2024 | Google Analytics Certification  
2023 | Looker Studio & GA4 Course - Coderhouse  
2022 | Entrepreneurship & Innovation Development Program - Tel Aviv University (Coller School of Management)  
2021 | Introduction to Databases and SQL Certificate - EducacionIT  
2021 | IT Basics for IT Recruiters Certificate - Udemy  
2018 | Course on Market Analysis and Science - Nielsen  
2018 | Course on Retail Dynamics - UADE  
2008-2010 | Course on Computing and IT (MS Word, MS Excel, MS Power Point) - National Technological University (UTN), Secretary of Culture and University Extension

## SKILLS:

Database management and analysis  
Social Media management  
Digital Marketing  
CRM Platforms  
Email Marketing  
SEO & SEM  
Google Analytics & Google Ads  
Windows and Office Tools  
WordPress  
SPSS  
SQL  
Looker Studio

## LANGUAGES:

**Spanish:** Native language.  
**English Proficiency:** Advanced level.  
First Certificate in English - University of Cambridge (2012).  
**Hebrew:** Intermediate level.

## WORKING EXPERIENCE:

**ELEVATION** - USA (Remote)

**Account Strategist | 05/2023 - Present**

- Creation and execution of marketing strategies for nonprofits
- Design of marketing plans, implementation of campaigns, monitorization and optimization, reporting and analysis

**MEMORABLE AI** - USA (Remote)

**Insights Consultant (Freelancer) | 03/2023 - 05/2023**

- Research to detect marketing insights on best practices to optimize social media strategies

**VAULT AI** - Israel

**Content Research Analyst | 04/2022 - 03/2023**

- Data analysis of content for the Entertainment industry
- Creation of research and insights reports
- Optimization and development of operational systems

**SIMILARWEB** - Israel

**Research Analyst (Internship) | 01/2022 - 03/2022**

- Assistance to the Sales Development team
- Account mapping and lead sourcing

**NEXTON** - USA (Remote)

**Customer Operations Analyst | 03/2021 - 01/2022**

- Project management
- Customer relationship development
- Optimization of hiring processes for Silicon Valley startups

**NIELSEN** - Argentina

**Account Executive | 04/2019 - 12/2020**

- Account management
- Analysis of market trends
- Assistance in the commercial relationship with clients
- Competitive situation presentations to clients

**HEXACTA** - Argentina

**Marketing Analyst | 09/2017 - 04/2019**

- Management of Social Media platforms
- Analysis of metrics
- Demand generation

## EDUCATION:

**UNIVERSIDAD ARGENTINA DE LA EMPRESA (UADE)**  
**Bachelor in Marketing | 03/2015 - 12/2018**

Honors degree. Final average: 8.40/10.

Thesis: Final research work about wine consumption for the company CCU Argentina.