

# NATALIA TEVELES

## MARKETING ANALYST



### PERSONAL INFORMATION:

**Birth:** May 10, 1996  
**Phone:** +5493455401078  
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### 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.