Agustin Falivene

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SUMMARY

7 years of **Digital Marketing** & **Data Analytics** experience, working at **Google, Mckinsey** and marketing agencies. Experienced in performance marketing, data analysis and visualization. I have worked with **260+ companies** contributing to digital marketing and data-driven initiatives that directly impacted their growth and success.

TOOLS & SKILLS

- **Marketing:** Google Ads, Facebook Ads, Linkedin, TikTok, GTM, Semrush, SimilarWeb, Hotjar, HubSpot, Klaviyo, etc.
- **Data:** SQL, Python, Tableau, Looker Studio, Google Analytics, Amplitude, Segment, Excel/Google Sheets, Big Query, etc.
- **Soft:** Consulting, client relationship, analytical skills, strategic planning, communication and presentation, etc.

PROFESSIONAL EXPERIENCE

Google

Digital Marketing Strategist *(Skills: Google Ads, Looker Studio, Google Analytics, etc.)*   May 2022 - Present
- Helping companies grow with Google Ads, encouraging adoption of new products and features while also giving advice on best practices, optimizations and campaign strategy. (Fortune 500 and startups: Banking, Travel, Media, Retail, etc.).
- Client relationship (C-level, CMOs, managers, analysts, etc.) presenting reports, results, plans and recommendations.
- Data analytics & BI: building visualizations, analyzing data from Google Ads, industry trends and market reports, providing insights and competitors benchmarks. Leveraging that data to give recommendations and strategic advice.

McKinsey & Company

Consultant - Digital Marketing *(Skills: SQL, Tableau, Big Query, Excel, GA, Google Ads, Facebook Ads)*   Oct 2021 – May 2022
- Digital transformation projects for companies from LATAM (Finance, Media and Ecommerce).
- Working on multiple business areas (Paid Media, email marketing, CRO, Sales Funnels, acquisition & retention). Building capabilities from scratch, analyzing data and measuring KPIs, providing insights and recommendations.
- BI & Reporting: building Dashboards to monitor KPIs and present insights to multiple stakeholders.
- Data analytics: exploratory analysis to uncover actionable insight (Segmentation, RFM, Funnels, A/B testing, Cohorts).

MightyHive, Inc.

Data Analyst *(Skills: Python, SQL, Tableau, Looker Studio, Big Query, Google Analytics)*   Jan 2021 – Oct 2021
- Transforming companies digital marketing Data Analysis & Visualization (PepsiCo, T-Mobile, J&J, Yamaha, Patreon, etc.)
- Data analytics, BI & Reporting: building custom dashboards connecting multiple data sources, monitoring KPIs & OKRs, carrying out exploratory analysis and providing insights and recommendations for web and campaign optimisation.

Novaz Agency

Performance Marketing Team Lead   Mar 2020 – Jan 2021
- Lead team of 4 people, managing 30+ recurrent clients across 3 countries, from several industries.

Digital Marketing Analyst *(Skills: Google Ads, Facebook Ads, Google Analytics, Looker Studio)*   Jan 2019 – Mar 2020
- Managing performance marketing campaigns for 20+ companies from Argentina, Chile, and Mexico.

Cube 3

Business Intelligence Analyst *(Technical Skills: SQL, Google Analytics, Looker Studio, Digimind, Excel)*   Aug 2017 – Jan 2019
- Building data visualizations to help clients automate their digital marketing reporting.

EDUCATION

- **Buenos Aires Institute of Technology**: BS: Business Administration and Information systems (2019)
- **Languages:** Spanish (Native), English (C1, Advanced - Cambridge University: CAE)
- **Certificates:** Google Analytics IQ, Marketing Analytics (Univ. of Virginia), Google Ads Certifications