

LUCILA ALDANA QUIÑONEZ

JUNIOR MARKETING DATA ANALYST

lucilaquinonez@gmail.com | +54 3751 440222 | Argentina | www.linkedin.com/in/lucilaquinonez | <https://lucilaaldana.github.io/>

PROFESSIONAL SUMMARY

Marketing graduate transitioning into Marketing Data Analytics, with 3+ years of experience in administration and marketing operations. Skilled in analyzing data to support business decision-making and identifying insights that improve marketing performance. Combines analytical thinking, business understanding, and clear communication to translate data into actionable insights. Bilingual in Spanish and English.

SKILLS

- Data Analysis: Excel · SQL · Python · Power BI · Tableau · Google Sheets.
- Generative AI: ChatGPT · Claude · Microsoft Copilot.
- Programming: GitHub · HTML (basic).
- Marketing & Business: Google Ad Manager (basic) · TANGO ERP (accounting & management system).
- Design: Adobe Illustrator · Adobe Photoshop.
- Professional Skills: Teamwork · Autonomy · Adaptability · Continuous improvement.

PROJECTS

British Airways Customer Reviews Analysis

Tools: Tableau · Python · Generative AI

- Built an interactive Tableau dashboard highlighting drivers of satisfaction and recommendation.
- Analyzed 1,320 customer reviews with Python to perform sentiment analysis and extract recurring service themes.

Customer Insights & Menu Performance Analysis for Taste of the World Café

Tools: MySQL · Generative AI

- Analyzed transactional data to evaluate sales, identify top products, and uncover ordering patterns and pricing effects.
- Assessed menu profitability and product mix to provide insights on high-revenue items and demand trends, supporting menu optimization and promotions.

PROFESSIONAL EXPERIENCE

Career Transition

March 2024 – February 2026

- Completed self-directed training in data analysis through the Data Analysis Bootcamp by Alex Freberg (Alex The Analyst).
- Developed multiple data analysis projects involving data cleaning, exploratory analysis, visualization, and insight generation.
- Built a portfolio of case studies focused on business and marketing decision-making.

Collections & Social Media Administration, Electricidad Weyreuter

November 2020 – February 2024

- Managed accounts receivable, billing processes, credit and debit notes using the TANGO ERP system.
- Monitored sales operations and supported business decision-making through operational data tracking.
- Created internal process documentation and role management manuals.
- Managed company social media and designed promotional materials.

Advertising Sales Assistant, Misiones Online S.R.L.

June 2018 – October 2018

- Coordinated advertising placement requests from the sales team.
- Monitored campaign performance to ensure client satisfaction.
- Assisted in resolving advertising-related issues and preparing promotional materials.

Marketing Intern, Misiones Online S.R.L.

September 2017 – May 2018

- Provided administrative and operational support to the advertising sales department.

EDUCATION

Bachelor's Degree in Marketing

February 2015 - October 2019

Universidad Gastón Dachary | Posadas, Misiones, Argentina