

ALEXANDRA NOLIVO

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ABOUT ME

Data analyst working with businesses on data-driven marketing solutions.

Technology: Tableau, Alteryx, SQL, Python, Google Data Studio, DOMO, Google Ads (Search, Display, Video), DV360, Google Analytics, NinjaCat, TapClicks, Facebook/Instagram (Meta) Ads, The Trade Desk, LinkedIn Ads, Snapchat Ads, AdCellerant, Recruitology, Salesforce, SWFT, Asana, MailChimp, ClickUp, Microsoft Office Suite, Google Suite, Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro)

PROFESSIONAL EXPERIENCE

Amplified Digital Agency | Data Analyst

- Utilize Alteryx and Tableau to extract client data, process data, and format data into data visualization dashboards with actionable insights
- Lead research projects to ensure teams across the company have access to data and processes to assist in sales and retention
- Continually collaborate with the research team to innovate and implement data design improvements through client-feedback
- Provide superior support through collaboration and integration of data to grow and retain top clients
- Frequently engage with client success and sales department personnel, be comfortable communicating data findings and insights in layperson's terms across audiences with differing levels of research and data knowledge

Amplified Digital Agency | Lead Performance Strategist

- Analyze campaign data and provide insights for optimization, renewal, and upsell
- Create custom and semi custom monthly, quarterly, and campaign end reports for all strategic campaigns above \$5,000 per month
- Instrumental in building the Performance Strategy team, establish processes, and interviewing team members

McClatchy Newspapers/Excelerate Digital Agency | Client Success Strategist

- Managed over \$2 million in annual marketing budget for various advertisers
 - Analyzed budgets of clients and determine using market, demographic, and real campaign performance data to determine most effective advertising channels, placements, and targets
 - Created digital campaigns that resulted in direct lead generation and ROAS
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CAREER HISTORY

Data Analyst | Amplified Digital Agency | Remote | May 2022 - Present

Lead Performance Strategist | Amplified Digital Agency | Remote | June 2021 - May 2022

Digital Marketing Analyst | C&S Wholesale Grocers | Remote | March 2021 - June 2021

Client Success Strategist | McClatchy Newspapers/Excelerate Digital | Sacramento, CA | 2018 - 2020

EDUCATION & CERTIFICATION

Ms. Analytics, with Concentration in Computational Data | Georgia Institute of Technology | Atlanta, Georgia | *present*

SQL Khan Academy | SQL | 2023

Alteryx Designer Core Certification | Alteryx | 2022

Google Certifications | Shopping Ads, Video, Display, Google Ads Measurement, Google Analytics, Google Ads, Waze Ads | 2021

Chairman's Circle Award | McClatchy Newspapers | 2019 (*highest honor for sales and marketing executives*)