

ROGER MOREIRA DE QUADROS

MARKETING ANALYST

PROFILE

Some years of work experience in Marketing field with a strong background in Digital Marketing, Strategic planning and retention . Excellent Problem solving and analytical thinking, engaging and retaining clients to increase sales volume by over 120% in 2020 the pandemic year.

SKILLS

I have experience working with teams to brainstorm and deploying projects and I can create strategic planning and drive the execution.

- Email Marketing
- Test A/B
- Funnels
- Data reports (Data studio, Power BI)
- Content Management
- User segmentation and targeting
- Product marketing
- If you use a different tool or different knowledge that works well in your established workflow, I would be happy to learn it.

LANGUAGE

PORTUGUESE - NATIVE

ENGLISH - B2

SPANISH - A2

GERMAN - A1 (Learning)

EXPERIENCE

MARKETING 2015 - 2022

DUMBBELL BLACK

- Managing marketing and design team of 4, implemented a new vision and brand position for the company, changed the company focus to sales in the B2B market.
- Engaged and interacted with social media followers, growing to 3500 to 10.300 at Instagram.
- Managing the teams responsible for Email marketing campaigns and E-commerce, creating the funnels focusing on engagement and retention of the existing clients.
- Bolstered sales volume by 120% over the pandemic.
- Started as a trainee was able to develop my knowledge over the years to become a marketing manager

IT SUPPORT ANALYST 2022 - PRESENT

TCS GROUP - HUNGARY

- Providing multilingual infrastructure and application support for international customers. All problems, incidents, or service requests should be resolved on the level of the service desk or escalated to higher-level resolver groups.

EDUCATION

DEGREE IN DIGITAL MARKETING & DATA SCIENCE

FIAP - 2021 - 2023

CERTIFICATION - DESIGN THINKING

FIAP - 2021

FORMATION IN DIGITAL MARKETING

4ED - 2021

FORMATION - UX DESIGN

ALURA - 2021

FORMATION - SEO

ALURA - 2021

FORMATION - BUSSINESS HIGH PERFORMANCE

FEBRACIS - 2021

CERTIFICATION - INBOUND MARKETING

HUBSPOT - 2021

+36 70 673 8639

rogermq12@gmail.com

Budapest, HU