Natan Prattes Bomfim de Jesus

MARTECH | GOOGLE ANALYTICS | GOOLE ADS | SQL | POWER BI | UX DESIGN | HTML e CSS

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Summary

My professional activity is focused on creating WordPress websites, SEO optimizations, social media management and content creation in Canva. I always use GA4 and dashboards to monitor the performance of the campaigns and websites I create. I am currently studying for an MBA in Marketing, Branding and Growth at PUC-RS.

Qualifications

- Knowledge of data analysis tools - GA4, Power BI.

- Knowledge of SQL database language.

- Experience in social media content management.

- Creation of paid media strategies for brands.

- Development of dashboards for monitoring campaigns and products.

Professional Experience

Marketing Consultant - RGV Eventos – 08/2024 to 05/2025

- Management of social networks, defining personas and communication strategies, as well as content creation.

- Sending marketing emails, creating landing pages, analyzing data and sales.

Results: - Instagram profile reached the 200,000 impressions mark per month and increased the total number of followers by 257%. Also responsible for a 60.7% increase in the website's registration rate.

Academic Background

- Bachelor's degree in Aeronautical Science – UNESA – December - 2022
- Technical degree in Administration – Senac – January - 2024
- Data analysis with Power BI - Senac – September - 2024
- Google Digital Marketing and E-commerce - Google – October - 2024
- Database with SQL - Senac – November - 2024
- Introduction to Data Science - FGV – June - 2024
- Advanced Excel - Fundação Bradesco – June - 2024
- Google Analytics 4 Certification- Google – December - 2024
- UX Design – Senac – January de 2025
- MBA in Marketing, Branding e Growth – PUC-RS – In progress.