

# Belen E. Contreras

## Work Experience

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### CVP Collective

Feb. 2022-June 2023

San Francisco, CA

### Digital Marketing Assistant

- Proficient in writing and editing engaging posts across diverse social media platforms, website, and curating advertisements that increased web searches and followings by 80%.
- Skilled in assisting marketing teams to develop cutting-edge SEO/SEM strategies, conduct email marketing campaigns, and optimize performance through the implementation of plugins, automation and precede audience analysis.
- Implementation of A/B testing, continuous refinement, optimization of marketing assets based on data-driven insights, improving conversation rates and user engagement.

### Periscope Technologies

Oct. 2020- Jan. 2022

San Ramon, CA

### Data Analyst

- Proficient in SQL-based relational database, periodic usage of SharePoint, Microsoft Office (PowerPoint, Excel, and Outlook), and Oracle.
- Tracked, reported and analyzed data sources to create data segmentations that tracked business needs with supporting documentation and articulation of communicating data insights to internal stakeholders to provide value through analytics.
- Active self-development pursues with effective relationships building by collaborating with coworkers, meeting expected project deadlines, listening and responding to performance feedback from supervisors; initiate in growing by learning new skills, and adapting to change.

### Flink

May 2019-Sept. 2020

Mexico, D.F

### Content Curator

- Verify accuracy, relevance and branding assets to ensure that content meets institutional, industry, legal and accreditation agency guidelines and standards.
- Collaborative team efforts to accomplish campaign success using Canvas and Adobe Suite combined with an entrepreneurial mindset to comfortably work in a fast pace environment with minimal guidance.
- Identified and researched trends, news, and technologies impacting financial digital products to curate engaging content for internal and external shareholders.

## Education

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### California State University, Northridge

B.S. Health Administration

## Skills

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Microsoft Office Suite, Adobe Suite, SEO, E-Commerce, Social Media Marketing,  
Bilingual in Spanish, Cultural Humility, Customer Service

References Upon Request