

Antoine Jacquemin Ramírez

Marketing & Data Analyst. I turn marketing and business data into actionable insights to support decision-making, optimizing key metrics such as CAC, ROAS, and conversion rates. Experience across fintech, retail, and consulting environments, with hands-on involvement in budgeting, dashboards, growth, and expansion analysis.



Data Analyst – Expansion & Marketing Sede Café | Mexico City 2024 – 2025

During this period, I supported the financial and commercial analysis for the expansion of a Mexican coffee shop brand in a growth stage. My work focused on evaluating new commercial locations through data analysis, profitability projections, and predictive models developed in Python. I analyzed investment budgets ranging from approximately USD 2–3 million per location, supporting decision-making around feasibility and expected returns.

I designed Power BI dashboards to track operational KPIs and marketing metrics, while also providing visibility and control over a monthly digital marketing budget of approximately USD 50K. In addition, I implemented Google Analytics to improve conversion tracking and user behavior analysis.

As a result of these analyses, three locations with positive projected profitability were identified, and advertising spend was optimized, leading to a significant reduction in cost per acquisition.

Data & Marketing Analyst (Project-based) Dynasoft | Mexico City 2024 – 2024

I worked on a project basis within a consulting firm focused on digital transformation and data analysis for B2B clients. I analyzed a database of more than 2,500 clients to support the definition of a digital migration strategy. I monitored and tracked the project budget, estimated at approximately USD 2 million, ensuring visibility and cost control throughout the engagement.

I developed Power BI dashboards to measure adoption, engagement, and project progress, and conducted customer journey analysis to identify improvement opportunities. I automated reporting processes using Python and SQL, facilitating data-driven decision-making for management and product teams.

The project was delivered below the planned budget and contributed to improved client retention through data-driven marketing initiatives.

Growth & Development Analyst

Grupo Salinas – Tiendas Neto | Mexico 2022 – 2024

I was part of the growth and expansion team of a national convenience retail chain. I supported the financial analysis of new store openings as part of the 2023 expansion plan, evaluating investments estimated between USD 8–12 million per store.

I developed Tableau dashboards to monitor sales performance, operational metrics, and profitability. I worked on customer segmentation using monthly datasets exceeding 30,000 records, supporting local marketing decisions and commercial projections. I also tracked the ROI of the expansion project, providing periodic analysis to support operational and commercial adjustments.

Marketing Analyst & Growth Specialist Donadora | Mexico City 2020 – 2022

I began my professional career in the fintech sector, actively participating in the analysis and optimization of digital marketing campaigns. I managed and monitored an annual marketing budget of approximately USD 500K, with monthly and daily control of spend across Facebook Ads and Google Ads.

I analyzed key performance metrics such as CAC, ROAS, and conversion rates, implementing A/B testing and funnel optimization initiatives. I developed customer segmentation models using RFM analysis for a user base of approximately 30,000 users and automated reporting using Python, SQL, and Google Data Studio, improving visibility of marketing performance for the team.

Professional Profile.

Marketing and Data Analyst with approximately five years of experience in digital marketing, growth analytics, and business intelligence. Background in fintech, retail, and consulting, supporting commercial decisions through data analysis, dashboards, and performance optimization across acquisition and conversion metrics.

Career Objective.

To join a marketing, growth, or analytics team where I can apply data-driven analysis to optimize acquisition, conversion, and retention, while continuing to grow toward roles with greater analytical responsibility.

Areas of Interest.

Growth and performance marketing projects, funnel optimization, dashboards and reporting, and data-driven business environments.

Education & Certifications.

Bachelor's Degree in International Marketing — Universidad del Pedregal (2014–2018)

Data Science — Universidad Anáhuac (2023–2024)
Artificial Intelligence — Universidad Anáhuac (2023–2024)

Google Analytics Individual Qualification (2024)

Python for Data Science — Coursera (2023)

Big Data and Data Science — Universidad Anáhuac (in progress)

Languages.

Spanish (Native) | English (C1 – Advanced) | French (B1 – Intermediate)