

Curriculum Vitae


Steven Ismael Masache Rivera

PERSONAL DATA:

Date of Birth: 03-08-1999 (24 years old)

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Marital Status: Single

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EDUCATION:

<u>Dates</u>	<u>Institution</u>	<u>Country</u>	<u>Degree obtained</u>
2004-2016	Intisana High School	Ecuador	High School Degree of Sciences (General) International Baccalaureate Certificate
2018-2022	Catholic University of Ecuador	Ecuador	Microbiology

LANGUAGES:

ENGLISH:

- **Certificate:** FCE (CERF: B2) University of Cambridge

COURSES:

- Google: Project management under the Agile methodology (2022)
- Google Tag Manager Fundamentals, basic, intermediate (2021-2022)
- Google Analytics 4 Course (2022)
- Google Ads (2021)
- Google AdSense (2021)
- Automatic Website Creations (2021)

- SEO Fundamentals (2021)
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WORK EXPERIENCE:

Verndale (Sept 2022- Present)

Digital Analytics specialist

- Website tagging strategy for different accounts.
- Insight search by means of analyzing our customer's behavior.
- Google Analytics audits and implementations.
- Provide Google Analytics and Tag Manager support.
- Cookie consent implementations.
- BigQuery.
- GA4 reporting.

Soga Digital (March 2021- Sept 2022)

Digital marketing specialist (SEO/SEM, Google Ads, Data Studio)

- Plan and develop the On-page Off-page SEO strategy.
- Plan joint Google Ads tool actions with the advertising agency.
- Develop commercialization and marketing strategies.
- Coordinate content marketing management with copywriters
- Implement the website tagging strategy by means of Google Tag Manager.
- Review and analyze the organization and design of dashboards in Data Studio.
- Analyze commercial and marketing data in tools such as Hubspot and Google Analytics.

Student Federation of the Catholic University (FEUCE, in Spanish) (January 2020 - January 2021)

Social coordinator

- Plan, coordinate and execute social events developed in the facilities of PUCE with the aim of creating a space for university community integration.
- Conduct the acquisition of funds and strategic supplier management for the organization of these events.

Biology and Microbiology School Association (August 2019 - December 2019)

Social coordinator

VOLUNTEERING:

- February 2020: Neotropical Biomass Research Center (CNIB, in Spanish)

- Activities: Coordinate interns, physiological tests, culture media preparation, basic laboratory maintenance.
- **February 2019 - June 2019: Neotropical Biomass Research Center (CNIB, in Spanish)**
- Activities: Coordinate interns, physiological tests, culture media preparation, basic laboratory maintenance.
- **January 2019 - March 2019: Diserlab**
- Culture media preparation, blood cultures, basic examinations.
- **June 2017 - August 2017: Camps international**
 - Camp assistant

Work references

- **Belén Montesinos: Business Technical Manager, TRACENDIO: +593 99 650 0849**
- **Juan José Quiroz: Business partner, Talenter Ecuador: +593 98463 7453**
- **Javier Carvajal: Director of the Neotropical Biomass Research Center: +1 (740) 590 8528**