



CAMI NISHIDA

As a data-driven marketing professional with a passion for understanding consumer behavior, I have been successfully translating strategic data into relevant and accurate insights since 2015. During my 4-year tenure as an entrepreneur, until jan/2023, I managed my own e-commerce platform and brand, CHASIN'DREAMS, I had the invaluable opportunity to acquire and develop essential skills and an entrepreneurial mindset.

PERSONAL INFORMATION



NAME

Camila Mayumi Nishida Varanda



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LOCATION

08023 - Barcelona - Spain



E-MAIL

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LINKEDIN

linkedin.com/in/caminishida/



WEBSITE

caminishida.com

LANGUAGES

Portuguese



English



Spanish



Italian



SKILLS

Google Sheets - Excel

Google Analytics - GA4

Google Ads

Amazon Ads (DSP)

Tableau

Microsoft Power BI

SQL

GitHub (CMS)

Adobe Photoshop

Social Media Marketing

Influencer Marketing

PROFESSIONAL EXPERIENCE

present Ready to join this team and contribute to its success.

ClickBus

January 2021 - April 2023

Growth Marketer

- Conducted in-depth data analysis reporting using tools such as GA4, Amplitude, SQL, and Tableau, to derive valuable insights and inform decision-making;
- Generated targeted traffic to the website and app, optimizing sales performance with the best return on ad spend (ROAS) and gross merchandise value (GMV) ratio, leveraging advertising platforms such as Google, Meta, TikTok, Amazon Ads;
- Ensured the management and success of affiliate partnerships;
- Implemented and maintained go-to-market strategy for internal projects;
- Tested and analyzed new approaches, continuously optimizing campaigns and initiatives based on financial returns, while closely monitoring results and making necessary adjustments;

Trade Marketing

- Coordinated a multi-functional team to ensure the execution of strategic initiatives;
- Monitored competitor's actions and developed action plans to maintain a competitive edge;
- Developed and monitored key performance indicators (KPIs), optimizing and driving growth;
- Created a promotional calendar aligned with the brand's strategy, channel preferences, and regional considerations, with a primary focus on maximizing sellouts;

ProRadis

August 2018 - July 2020

Marketing Analyst

- Planned and executed in-person events, both proprietary and third-party;
- Owned and managed the CRM system and leads database, effectively nurturing client relationships and optimizing sales opportunities;
- Managed and expanded the company's social media presence;
- Led website redesign and maintenance initiatives;;
- Developed advertising materials and launched campaigns to effectively reach target audiences and drive business growth;

Grupo Bisutti

November 2015 - December 2017

Marketing Intern

- Managed and expanded social media presence, driving engagement and growth;
- Created, curated, and optimized visually appealing images to enhance brand aesthetics;
- Collaborated with influential personalities to execute influencer campaigns;
- Implemented effective measurement strategies to track sales performance and analyze competitor results;

EDUCATION

May 2023 -
Sep 2023

The Neuropsychology of Decision Making
University of Cambridge

Oct 2022 -
May 2023

MBA Digital Business
USP-Esalq (locked)

Feb 2015 -
Dec 2018

Bachelor's degree in Marketing
University Anhembi Morumbi

