

Claudia Perez Riva

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SUMMARY

Trilingual **Marketing Analyst** with international experience in Latin America, Europe, and the U.S. Master of Science in Marketing (FIU) with certifications in **Google Analytics, Google Ads, Hootsuite**. Skilled in **data analysis, campaign optimization, consumer insights, and digital advertising platforms**. Strong ability to translate performance metrics into actionable marketing strategies. Fluent in Spanish, English, and French.

EDUCATION

Master of Science in Marketing, June 2025
Florida International University (FIU), Miami, FL

B.A. in International Relations (Honor Graduate), July 2013
Higher Institute of International Relations of Havana, Cuba

SKILLS

Languages: Spanish (Native), English (C1), French (C1)

Analytics & Tools: Google Analytics (GA4), Google Ads, Tableau, HubSpot, Mailchimp, Microsoft Excel (advanced)

Social & Content: Hootsuite, Meta Business Suite, Content Optimization, Mimic Social

Core Strengths: Data Analysis, Campaign Optimization, Stakeholder Management, Problem Solving, Project Coordination

EXPERIENCE

Hillsborough County Tax Collector, Florida, USA

Virtual Agent | Jan 2023 – Present

- Assisted 30+ customers daily with complex procedures, providing clear guidance and improving satisfaction.
- Resolved 15–20 tax-related inquiries daily, improving first-contact resolution.

National Council of Plastic Arts (CNAP), Havana, Cuba

Senior Communications Specialist | Nov 2020 – Sept 2022

- Increased website traffic by **20%** through digital content strategy and targeted campaigns.
- Developed and executed PR/marketing campaigns for cultural events, driving engagement across digital platforms.
- Coordinated 5+ cultural projects with international stakeholders, ensuring timely delivery and measurable impact.

Ministry of Foreign Affairs of Cuba, Havana, Cuba

Second Secretary – Bilateral Affairs | Nov 2019 – Nov 2020

- Aligned regional strategies across Africa, Asia, Europe, and the Middle East, streamlining communication processes.
- Coordinated multi-department initiatives with 4+ regional directors to optimize execution of bilateral programs.

Embassy of Cuba, Brussels, Belgium

Third Secretary | Nov 2015 – Sept 2019

- Organized 20+ cultural and tourism events in collaboration with European institutions and Belgian authorities.
- Coordinated logistics for 25+ high-level delegations to EU summits, ensuring efficient execution.
- Facilitated multilingual communications in Spanish, English, and French.

Ministry of Foreign Affairs of Cuba, Havana, Cuba

Diplomatic Attaché – Europe Division | Sept 2013 – Sept 2015

- Drafted press releases and managed media outreach for 10+ international delegations.
- Supported diplomatic conferences with translation and protocol management.

CERTIFICATIONS

Google Analytics Certified (2025–2026)

Dive Deeper into GA4 Data and Reports (2025)

Manage GA4 Data and Learn to Read Reports (2025)

Google Ads Display Certification (2024)

Google Ads Apps Certification (2024)

Google Ads Search Certification (2024)

Hootsuite Platform Certification (2025)

Mimic Social – Campaign Performance Optimization

Lean Six Sigma Green belt (2025)

Awards & Recognition (Academic)

Best Student Award – FIU MSc Marketing Program (2025)

Academic Excellence Scholarship – Florida International University (2024)

Graduated with Honors – B.A. in International Relations (2013)