

Alvaro Rivera BBM, PMP

Personal

📍 Toronto M5J 📞 647-947-6155 ✉ alvaro@alvarorivera.ca 🌐 <https://www.alvarorivera.ca/>
📄 <https://www.linkedin.com/in/alvaroriverab/>

Profile

Certified IT Project Manager and seasoned Data Professional with 10+ years of experience in the field. Skilled in translating data into actionable business strategies.

Languages

French

Portuguese

Spanish

Certifications

PMP - Project Management Professional
PMI - Project Management Institute

📅 2022

Digital Fundamentals, Programmatic 360
IAB - Interactive Advertising Bureau

📅 2020

Google Ads, Analytics, Tag Manager, Data Studio.
Google

📅 2019

Skills

Project Management, MS
Project, Trello, Asana, Slack.

SEO, Google Analytics, Search
Console, Tag Manager.

Web Design and Management,
HTML, CSS.

Google PPC, Facebook Ads,
other social.

Lead Generation, Hubspot &
Zoho CRM.

Data Analysis with Python,
SQL, Tableau, Data Studio.

Achievements

- Coordinated in 2 years, the delivery of 160 websites for new franchise units worth \$9.6M total.
- Controlled Annual AdSpend for Nokia Latam by country, product, and campaign, worth \$5M.
- Strategized Ad Campaign that won the pitch for a confectionary brand worth \$1.3M in billings.

Work experience

IT Project Management Officer - Canada & Latam
Scotiabank

📅 06/2022 - 10/2022 📍 TORONTO

- Maintaining project budgets and forecasting costs in weekly and monthly reports.
- Supporting PMs by maintaining project comms, reports, and updating status decks.
- Financial Management, invoice auditing, and payment processing following bank guidelines.

Marketing Specialist
Tutor Doctor

📅 04/2018 - 02/2020 📍 TORONTO

- Project coordinator in new website development www.tutordocor.com.au
- Analyzed and reported on Lead Generation programs for franchisees in Ontario, Alberta, & BC.
- Delivered SEO and PPC Analysis upon request from franchisees in Canada, USA, and UK.

Director of Strategic Planning
Omnicom Media Group

📅 07/2009 - 02/2015 📍 ECUADOR

- Performed as Pitch Team Leader for the local acquisition of new regional and global accounts.
- Led local implementation of a global data management platform for Campaign Optimization.

-
- Work experience**
- Delivered Ad Investment monthly reports to corporate stakeholders.

**Regional Media Planner - Nokia Latam
OMD**

📅 01/2008 – 05/2009 📍 MIAMI, USA

- Planned regional TV and Digital campaigns in Latin America, \$250K each.
 - Controlled budgets across Mexico, Venezuela, Colombia, Peru, Chile, and Argentina, \$5M total.
 - Managed vendors relationships: Disney, ESPN, Discovery, Fox, Turner, and Warner TV Networks.
-

Volunteering

**Advisory Committee Member & Mentor
Acces Employment - IT & Digital Marketing Connections Programs**

📅 2019 – present 📍 TORONTO

- Guide program development and curriculum and assist in program evaluation.
- Provide informed input as the program team plans new activities, policies and procedures.

**Google Platform Officer
Digital Analytics Association**

📅 2021 – 2022 📍 TORONTO

- Implementation of settings in Google Analytics, Tag Manager, and Search Console.
- Participating in projects aimed to improve website analytics measurement for the DAA.

**Strategy & Insights Director, Web Manager
American Marketing Association**

📅 2018 – 2020 📍 TORONTO

- Generated and updated dashboards of Social Media KPIs for the Board of Directors.
 - Updated blog articles and events in the website calendar to boost results in organic searches.
-

Education

**Data Analytics | Certificate
DS4A - Data Science for All by Correlation One**

📅 2022 – 2023 📍 TORONTO

- Pandas Methods, Data Visualization, Feature Engineering.
- Intro to SQL, Data Cleaning, SQL Subqueries.
- Hypothesis Testing, Linear/Multiple Regression.
- Predictive Projects, Dashboard Design, Tableau.

**Big Data Analytics | Certificate
York University**

📅 2019 – 2020 📍 TORONTO

- Introduction to Big Data.
- Basic Methods of Data Analytics.
- Provisioning Data for Analysis.

**Digital Marketing & Social Media | Certificate
BCIT - British Columbia Institute of Technology**

📅 2015 – 2016 📍 VANCOUVER

- Digital Marketing & Digital Branding.
- SEO, PPC, Social Media Marketing.
- Web Development and Design.

**Marketing & Business Mgmt. | BBM - Bachelor of Business Management
Universidad Casa Grande**

📅 2006 📍 ECUADOR

- Quantitative & Qualitative Research.
- Market Research for Consumer Insights.
- Marketing Strategy & Strategic Planning.