

LAURA ALVAREZ TELLO

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EXPERIENCE

DOMINO'S PIZZA

June 2025 – Present

Digital Marketing & Operations Analyst

Burlington, VT

- Supported the execution and validation of digital promotions, ensuring accuracy in timing, content, and customer-facing details across channels.
- Monitored performance metrics tied to promotions, inventory availability, and store operations during high-volume periods.
- Worked closely with marketing and operations teams to keep digital initiatives aligned with business priorities.
- Analyzed operational KPIs related to inventory accuracy, waste, and product availability, contributing to an 8% waste reduction in three months.

INTERRA INTERNATIONAL

July 2024 – June 2025

Sales & Market Analyst

Atlanta, GA

- Analyzed consumer behavior, demand trends, and competitor pricing across Latin American commodities markets simultaneously supporting both sales growth and commodities positioning strategies.
- Developed and maintained operational dashboards and KPI reports which summarized specifications, pricing, volumes, and profit margins to support decision-making inputs. These models were used to improve visibility for senior managers and guided Sales decision-making.
- Collaborated with cross-functional teams (Sales, Operations, Compliance) to launch and support multiple brands across markets.

LEGACY CONCEPTS

January 2024 – May 2024

AT&T Sales performance analyst

Greenville, SC

- Monitored daily and weekly performance metrics, KPIs in Excel - leveraging pivot tables and formulas to track 100+ sales reps and identify performance gaps, contributing to a 12% improvement in weekly target achievement.
- Created clear data-driven reports and visuals that reflected sales performances and customer insights to senior management.
- Helped coordinate priorities and deadlines across teams to support performance initiatives.

EDUCATION

ANDERSON UNIVERSITY

August 2023 – August 2024

Master of Science in Business Analytics

Anderson, SC

ANDERSON UNIVERSITY

August 2019 – May 2023

Bachelor of Science in Marketing

Anderson, SC

PROJECTS

COREPIN S.L. – Digital Marketing Analytics (Google Ads)

- Supported setup, tracking, and analysis of Google Ads search campaigns, managing keywords, budgets, and ad copy testing.
- Conducted A/B testing on responsive search ads to improve CTR and engagement.
- Tracked campaign KPIs including impressions, clicks, CTR, CPC, and conversions (153K+ impressions, 4.1K+ clicks, 2.68% CTR).
- Organized campaign files and results in Google Drive for reporting and optimization workflows.

ACE MY TENNIS - Tennis Content & Digital Marketing Project

- Developed and managed “Ace My Tennis,” executing an SEO-focused content and social media strategy.
- Developed and published SEO-optimized articles (tennis technique, gear reviews, tournaments) and tracked performance using Google Analytics
- Designed and executed digital content across WordPress and Instagram, aligning visuals, copy, and CTAs to improve engagement.

SKILLS/INTERESTS

Technical Skills: Microsoft Office Suite, SQL, Canva, Mailchimp, Google analytics, SEMrush, SEO, A/B testing.

Languages: *Spanish:* Native, *French:* Advanced, *English:* Advanced, *Galician:* Advanced