PROFESSIONAL RÉSUMÉ

Priscila Garo

Marketing & Junior BI / Data Analyst

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SUMMARY

I connect marketing, business intelligence and event operations through clear communication and practical analysis. My experience spans B2B event marketing, hospitality, CRM, reporting, and hands-on Power BI and Excel work.

SKILLS

Event marketing · Campaign and KPI reporting · Power BI · DAX (coursework) · SQL · Power Query · Excel · Salesforce · Mailchimp · Canva · Google Analytics · Eventbrite · ChatGPT reporting workflow · SharePoint (event document sharing) · English (fluent) · Portuguese (native) · Italian (intermediate)

EXPERIENCE

Special Events Staff · Great Events Catering

Apr 2023 – Present

Calgary, AB

Deliver catering service at special events, working with event leads on setup, service and teardown.
Share event documents with the team through SharePoint.

Supervisor · Oak View Group at Spruce Meadows

Jul 2026 – Oct 2026

Server · Jun 2026

Calgary, AB

Supervised event service staff and day-of service delivery at large outdoor events.
Designed a reusable generative AI (ChatGPT) workflow that turns staff notes, incident logs and attendance data into structured, verified post-event reports, cutting reporting time from about four hours to under one.

Guest Service Expert · Delta Hotels by Marriott

May 2022 – Jun 2025

Calgary, AB

Coordinated guest-service and billing follow-up across hotel teams; managed room blocks, contracts, folio audits and deposit invoicing.
Tracked guest-service KPIs and coordinated service follow-up with hotel teams.

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Restaurant Manager · Denny's — Oct 2019 – Jun 2021

Calgary, AB

- Career résumé records report 15% monthly revenue growth over 12 months; the role included point-of-sale analysis, upselling and menu decisions.
- Managed financial, payables, payroll and inventory records; analysed point-of-sale data to guide upselling and menu decisions.

Events Manager · Leave It To Us (LITU) — Aug 2017 – Oct 2019

Toronto, ON

- Career résumé records report 100+ client events; used Salesforce for event logistics and records.
- Tracked event KPIs and documented process improvements.

Restaurant Manager · The Eggspectation — Jul 2018 – Aug 2019

Toronto, ON

- Ran promotional campaigns and CRM activity.
- Built a weekly Excel operations chart and trained staff for a restaurant opening.

Special Event Manager · Maple Leaf Sports & Entertainment (MLSE) · Scotiabank Arena — Oct 2017 – Apr 2018

Toronto, ON

- Led 25+ event staff and coordinated annual event budgets up to $250,000.

Event & Marketing Manager · Mobile Ecosystem Forum — Jun 2012 – Feb 2016

São Paulo, Brazil

- Led regional event marketing for telecom conferences and member activities across Latin America, including sponsorship coordination, newsletters, social content and English- and Portuguese-language communications.
- Maintained Salesforce records and prepared KPI and ROI reports; tracked event budgets against forecasts.
- Participated in 70+ regional events.

VOLUNTEERING

Volunteer · Calgary Food Bank — Jan 2026 – Present

Support day-to-day food bank operations.

Volunteer · Calgary Expo

Support event operations and attendee experience.

SELECTED PROJECTS

- Calgary Crime Analysis dashboard — Power BI coursework: star-schema model, DAX measures, bookmarks
data.
- s — digital marketing coursework using Google Analytics.
- audit — digital marketing coursework.
- B2B event marketing and sponsorship — regional campaign and event work at Mobile Ecosystem Forum.

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EDUCATION

Certificate, Business Intelligence — University of Calgary Continuing Education · Jan–Dec 2025

Certificate, Digital Marketing — University of Calgary Continuing Education · Jan–Dec 2021

Advanced Diploma, Marketing Business Management (IQAS-assessed) — Paulista University (UNIP) · 2010–2013

CERTIFICATIONS

Google Analytics Certification — Google · October 2026

Google Ads Search Certification — Google Skillshop · Issued October 28, 2026 · Expires October 28, 2027

Certificate, Information Technology — SAIT · Jan–Jul 2023

ProServe — Alberta Gaming, Liquor and Cannabis (AGLC)

Google Business Intelligence Certificate (in progress) — Google · Coursera · In progress · 2026

Project and coursework labels distinguish academic work from professional experience. Results are presented with appropriate context.

