

ERIK FERNANDEZ

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PROFILE

Analytical marketing specialist with 5+ years driving cross-functional growth initiatives at HP and through Google programs. Skilled in **financial modeling, valuation, and data-driven decision-making**. Combines marketing ROI expertise with self-taught investing experience in **stocks, crypto, and real estate**, offering a holistic view of business growth and deal analysis.

EXPERIENCE

HP Inc. — Paid Marketing Specialist | Remote, CA | Jul 2021 – Present

- Contributed to **\$350M+ revenue** and **28K+ new subscriptions** via full-funnel digital strategy; managed **\$2M+ annual media budgets**.
- Built ROI and scenario activations for investment planning and quarterly reviews.
- Led Real Madrid co-branded activation achieving **35:1 ROAS** and +30% YoY engagement.
- Translated complex performance data into actionable insights that informed quarterly financial reviews and strategic planning.

Google (via OMC Program) — Project Lead | San Francisco, CA | Aug 2020 – Dec 2020

- Managed **\$10K/month ad budget**, achieving **8.84% CTR / \$1.25 CPC** (top-quartile).
- Built Excel & Data Studio models for performance forecasting and executive summaries.

Cruise (GM) — AV Test Specialist | San Francisco, CA | Jul 2019 – Jul 2021

- Coordinated analytics and QA operations, improving field data accuracy by 12%.

Independent Investor / Market Analyst

- Modeled long-term ROI scenarios across equities, crypto, & real estate; applied valuation and risk-management frameworks.
- Researched high-growth sectors (AI, semiconductors, SaaS) to inform investment decisions.

EDUCATION

B.S. Business Administration (Marketing) — San Francisco State University, 2019 Dean's List | Innovation Pitch Finalist

Business Management (Marketing Track) — Swansea University, Wales

SKILLS

Finance & Modeling: Excel (DCF, scenario analysis), PowerPoint

Analytics & Platforms: GA4, Datorama, DV360, CM360, Meta, LinkedIn, Amazon DSP, TTD

Core Strengths: Valuation, Forecasting, Market Research, M&A Support, Strategic Analysis

LEADERSHIP

- Partnered with analytics & finance teams to align marketing spend with P&L targets.
- Unified reporting frameworks across departments, cutting time-to-market.