

# KAILEY HOO

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## EDUCATION

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### Master of Science, Analytics

July 2015

University of San Francisco

Coursework: Linear Regression, Relational Databases, Data Acquisition, Exploratory Data Analysis

### Bachelor of Science, Applied Mathematics

March 2011

University of California, Davis

Minors: Economics, & Education

Study Abroad: **Semester at Sea** (Summer 2010)

## EXPERIENCE

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### Optimedia

July 2011 - September 2014

*Senior Digital Analyst*

*San Francisco, CA*

- Utilize DFA Data Transfer files and SQL to perform ad hoc client requests around reach, frequency, duplication, and attribution of credit beyond last click
- Create automated interactive dashboards in Excel for all reporting and ad hoc requests
- Assist in developing new client relationships by establishing tracking strategies, reporting, and attribution analysis
- Responsible for training new Analytics employees across all offices
- Clients: T-Mobile, MetroPCS, Liberty Mutual, Pizza Hut, Nintendo

*Digital Analyst*

*San Francisco, CA*

- Develop tagging strategies and assist in implementation efforts for both desktop and mobile
- Develop even attribution click stream analysis, leading to changes in bids on keywords
- Construction of cookie-level data projects on levels of granularity most pertinent to client
- Create process documents of Analytics best practices on leading industry technology
- Clients: T-Mobile, HP, British Airways, Scion, Pizza Hut, Nintendo

*Junior Digital Analyst*

*San Francisco, CA*

- Work closely with media teams to provide in-depth campaign analysis
- Work with multichannel media platforms including mobile, video, and custom extensions
- Create dashboards and pivots in Excel to provide client with insights and optimization recommendations
- Define key success metrics for each campaign based on their specific goals and initiatives
- Clients: T-Mobile, HP, British Airways

## TECHNICAL SKILLS

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### Computer Languages

Python, R, Latex

### Databases

MySQL, PostgreSQL

### Protocols & APIs

JSON, XML, REST, RSS

### Software

Microsoft Office, Adobe Photoshop