Oscar Linares Linares

Data Science - Analytics & Inference

Data Science professional with 5+ years operating at the intersection of product analytics and marketing. Proven track record of using data to influence the product roadmap and marketing strategy. The combination of my technical and business skills enables me to ask relevant questions, understand business needs, and unlock growth through data solutions.

✉ support@resumethatworks.com

📱 1-888-463-7563

📍 100 West 33rd Street, New York, NY 10001, United States, Suite 301.

🖱 resumethatworks.com/

WORK EXPERIENCE

Lead, Marketing Science & Tech
Ethos

08/2021 - Present   *San Francisco Bay Area*
Managing four direct reports

Growth Marketing Manager
Ethos

04/2021 - 08/2021   *San Francisco Bay Area*
Managed Linear TV and CTV/OTT

Senior Data Scientist
Ethos

07/2020 - 04/2021   *San Francisco Bay Area*
Leading marketing (i.e. Acquisition/Growth) data science at Ethos.

Data Analyst - Growth & Traffic
Airbnb

06/2018 - 05/2020   *Montreal, Quebec, Canada*
- Provided Data Science and Business Intelligence support for Airbnb Luxe and LuxuryRetreats; responsibilities ranging from building data pipelines to presenting analyses to Product and Growth Marketing managers - Recruited as one of the first hires focused on Growth for the global Airbnb Luxury business unit, initially responsible for product experimentation and later asked to champion Paid Growth data science - Experience with Python, R, Hive, Spark, Airflow, and Tableau

Senior Analyst - Marketing Science
UM Worldwide

03/2017 - 05/2018   *Toronto, Canada Area*
- Recruited as the first Marketing Science analyst in Canada, reporting to directors in Toronto and NYC - Responsible for all marketing modelling and optimization processes including data wrangling, forecasting, and insights delivery for Tim Horton's and AB InBev key brands (e.g. Budweiser, Stella Artois, Corona) - Experience with SAS, Microsoft SQL Server, R, and Tableau

Digital Analyst - Business Science
MediaCom

02/2016 - 03/2017   *Toronto, Canada Area*
Ran data-driven attributions to attribute partial contribution to all digital touchpoints in PC Elite MasterCard's paths to conversion; used insights to advise clients and media planers on how to optimize digital budgets, resulting in lower CPAs. Setup Google DCM as the single source of data tracking for Display, Online Video, and Search for PC Financial by ensuring that most digital executions were trafficked through the platform and by connecting AdWords and Bing to DCM.

SKILLS

Market Research   Analytics   Teamwork

VOLUNTEER EXPERIENCE

Title/Position
Organization

PUBLICATIONS

Game On for CPGs

HONOR AWARDS

Ivey Business School
Name of the institution that issued/awarded it

University of Toronto - St. George Campus
Name of the institution that issued/awarded it

LANGUAGES

French (Limited Working)
Full Professional Proficiency

Spanish (Native or Bilingual)
Full Professional Proficiency

WORK EXPERIENCE

Project Lead - Marketing Effectiveness
The Nielsen Company

01/2015 - 01/2016   *Toronto, Canada Area*

Provided consulting advisory based on econometric models to companies such as Coca-Cola, Kraft-Heinz, and Novartis. - Executed Ridge regression algorithms written in SAS using Bash to determine the impact of marketing on sales. - Implemented A/B tests on marketing tactics, such as in-store shopper marketing executions, to measure incremental sales lift by executing ANCOVA tests. - Leveraged VBA programming to perform data wrangling and analysis, as well as create standard visualizations in Excel.

Market Analyst – Continuous Analytics
The Nielsen Company

07/2013 - 12/2014   *Toronto, Canada Area*

Consulting and analytic support for PepsiCo, Colgate-Palmolive, and Church & Dwight brands. - Experience in Brand Management, Consumer & Shopper Insights as well as Category Management projects. Developed proficiency in descriptive analytics (e.g. surveys, customer panel studies) as well as POS and Trade strategy analysis

Teaching Assistant - Managerial Accounting & Control
Ivey Business School

01/2013 - 04/2013

Product Management Assistant
StarTech.com

05/2012 - 08/2012

Innovations concept development and commercialization

Manager
Scholars at Your Service

04/2011 - 06/2011

Scholars at Your Service is a student service franchise company committed to developing entrepreneurship and accountability in today's Canadian youth.

Marketing & Sales Intern
Samsung Electronics

05/2010 - 07/2010   *Lima, Peru*

- POS merchandising execution - Trade Marketing Strategy - New product launch feasibility studies

EDUCATION

Master's degree, Information and Data Science
University of California, Berkeley

2020 - 2022

Bachelor of Arts, Honors Business Administration
Ivey Business School at Western University

2011 - 2013

Bachelor of Science, Economics and Statistics
University of Toronto

2009 - 2011

EDUCATION

Exchange, Exchange
The Chinese University of Hong Kong
2011 - 2011

Exchange, Exchange
The Chinese University of Hong Kong
2011 - 2011