

Teddy Crepineau

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Work Experience

Viant Technology, Los Angeles CA

Business Analyst

February 2018 - Present

- Identified low value-added tasks in the operational process and implemented automation tools to reduce repetitive and manual tasks using Python, SQL, and Google BigQuery
- Built data ingestion flows using RESTful APIs and created new datasets using primary and secondary data sources
- Supported programmatic, sales, and finance teams by providing custom insight reports mining log data using SQL and Google BigQuery
- Developed Tableau dashboards to help teams track their KPIs

Viant Technology, Irvine CA

Campaign Analyst

July 2016 - January 2018

- Managed all aspects of digital advertising campaigns (pre-launch setup, post-campaign reporting, billing reconciliation) for multiple top accounts (P&G, Capital One, UPS, Hershey's, Anheuser Bush, Dell, Target)
- Effectively optimize campaigns to exceed key performance metrics, (CTR, VTR, viewability, reach, in-demo %, CPA, CR, etc)
- Analyzed third-party delivery report to monitor campaign discrepancy, pacing, and performance using various ad servers (Innovid, Sizemek, DDM, Nielsen, Conversant), and verification partners (MOAT, DV, IAS)
- Trafficked, managed, and troubleshoot campaigns in DSPs (DBM, Brightroll, The Trade Desk, Adelphic, One by AOL)

Business Expo Center, Anaheim CA

Digital Marketing Coordinator

April 2015 - July 2016

Marketing & Strategy

- Analyzed customer database to define target customer and develop marketing tactics
- Increased leads for the venue by 18% after restructuring the content strategy
- Developed organic traffic by 16% and social traffic by 27% on Business Expo Center website

Web & Graphic Design

- Created stationeries, banners, booklets, and flyers using Illustrator, InDesign, & Photoshop to promote in-house expos
- Developed CaterCon website using WordPress and Bootstrap 3
- Maintained and updated Business Expo Center website using YourMembership

Open Source Projects

Engage - <https://github.com/hackla-engage>

May 2018 - Present

A civic platform to promote transparency in local governments

twitter-sentiment - <https://github.com/TeddyCr/twitter-sentiment>

July 2018 - Present

A python library exploring emotions behind tweets using natural language processing

Education

University of the Pacific, Stockton CA

2013 - 2014

Master's in Strategic Management & Marketing Innovation

Université Toulouse 1, Toulouse France

2012 - 2013

BA in General Management

Skills & Coursework

Proficient: Python, Git, Tableau, SQL, Google BigQuery, HTML, CSS, MS Excel, MS PowerPoint

Familiar: MySQL, PostgreSQL, Linux, React, Javascript, PHP, Wordpress, Django, Airflow, numpy, panda, scikit-learn

Coursework: Strategic Management, Marketing Strategy, Entrepreneurship, Corporate Finance, Institutional Finance, Accounting, Linear Statistical Model, Qualitative and Quantitative Methods for Marketing Research