

DARYLE BILOG

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EDUCATION

University of Utah, David Eccles School of Business (GPA: 3.595)

Master of Science, Business Analytics

Relevant Courses: Data Mining, Data Visualization, Analytical Decision Model, Python Programming

Salt Lake City, UT

December 2023

Brigham Young University – Hawaii (GPA: 3.774)

Bachelor of Science, Business Management (Marketing)

- Minors in Information Systems, Introduction to Mathematics, and Theater

Laie, HI

June 2021

SKILLS

Databases/Big Data: ETL, PySpark, SQL, PostgreSQL, and Excel

Analytics/Visualization/CRM: Tableau, Marketing Cloud Intelligence, Google Analytics, and Looker Studio

Machine Learning: Linear Regression, Linear and Integer Programming

Web Tools/Technologies: RMarkdown

Project Management: Scrum, Waterfall, and Visio

Programming: R and Python

Languages: Filipino, English, and Iloko

PROJECTS

Modeling Whole Foods Business Model: Conducted a comprehensive analysis of the Whole Foods business model as part of a class project. Developed conceptual, logical, and physical models using Visio and Structured Query Language (SQL). The primary objective was to meticulously examine the organizational structure, employing analytical tools to derive meaningful insights.

Data Science Project: Kaggle Home Credit Machine Learning Ensemble: Developed diverse machine learning models. Collaborated on extensive data exploration, feature engineering, and preprocessing using Python, scikit-learn, and Jupyter. Notably, designed and implemented a Naïve Bayes model, which was presented as a key predictive component in the project.

Sales Forecasting for Maverik's New Stores: Engaged in a collaboration with Maverik Corporation to pioneer data-driven sales forecasting methodologies for new store openings. Utilizing Python and Tableau for meticulous analysis and optimization, created a Seasonal AutoRegressive Integrated Moving Average (SARIMA) model as a pivotal time-related predictive tool. Employed a holistic approach, cross-referencing various models, including Regression and ARIMA, to enhance forecasting accuracy and strategic decision-making.

EXPERIENCE

ThomasArts

Marketing Analyst, Performance Marketing

Farmington, UT

July 2021 – August 2023

- Developed and maintained marketing performance reporting dashboards for campaigns with budgets up to \$2M using Tableau, Marketing Cloud Intelligence, and Looker Studio, leading to enhanced marketing analysis.
- Demonstrated exceptional communication and interpersonal skills while working with over 20 lead vendors, resulting in a 15% reduction in incident resolution time and increased satisfaction among lead vendors and buyers.
- Collaborated with performance marketing managers to optimize monthly paid advertisements' budgets through Excel formulas, leading to a 50% increase in budget optimization.
- Utilized Tableau for data visualization and reporting, providing actionable insights for campaign performance.
- Assisted with multimedia planning tasks for digital channels, resulting in up to 100% budget and spend reconciliation.
- Offered strategic insights and recommendations to enhance the growth and performance of each campaign, contributing to a comprehensive approach to campaign optimization.

Brigham Young University – Hawaii

Communications and Marketing Specialist, Ho'okele Department

Laie, HI

January 2021 – June 2021

- Led the development of effective marketing strategies to optimize reach through trends and analytics, resulting in a 100% increase in engagement on Facebook and Instagram.
- Managed social network interactions, increasing reach by up to 50% compared to previous metrics.
- Created a minimum of 5 high-quality social media posts weekly, using Adobe Illustrator to design eye-catching content, resulting in a 50% increase in visibility within the target market.