

DARYLE BILOG

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EDUCATION

University of Utah

Master of Science in Business Analytics

Salt Lake City, UT

December 2023

Brigham Young University – Hawaii

Bachelor of Science in Business Management – Marketing (CGPA: 3.74)

Minors in Information Systems, Introduction to Mathematics, and Theater

Laie, HI

June 2021

PROFESSIONAL EXPERIENCE

ThomasArts Agency

Lead Generation Coordinator, Performance Marketing Department

Salt Lake City, UT

July 2021 – July 2022

- Assisted with media planning tasks for digital media, including research, vendor relations, invoicing, and reconciliation of buys.
- Communicated effectively with more than 20 lead vendors about budget pacing, conversion optimization, and compliance, in an everyday basis.
- Created and analyzed daily marketing performance reports through Microsoft Excel, Tableau, Invoca, and Google Data Studio.

Brigham Young University – Hawaii

Communications and Marketing Specialist, Ho'okele Department

Laie, HI

January 2021 – June 2021

- Worked with 5 branches under the Ho'okele Department to provide high-quality social media content.
- Analyzed social media trends through the analytics we gathered from all social media platforms with an average of 1,000 reaches per week.
- Communicated with at least 3 managers daily to support the distribution of the department's message throughout the more than 3,000 target audience.

Polynesian Cultural Center

Retail Sales Associate

Laie, HI

August 2018 – August 2020

- Greeted customers, responded to questions, improved engagement with merchandise and provided outstanding customer service to customers from different countries.
- Operated cash registers, managed financial transactions, and balanced drawers.
- Maintained an orderly appearance throughout the sales floor.
- Introduced promotions and opportunities to customers.

Brigham Young University

Marketing Coordinator, Dining Designs Department

Provo, UT

September 2019 – December 2019

- Worked with 10 managers to create strategies for promotional campaigns.
- Monitored social media platforms for 19 dining location and interpret data trends.
- Contributed to the creation of mock-ups and email campaigns that reached more than 10,000 end-users per week.

LEADERSHIP & SERVICE

BYU Management Society, Marketing Director

September 2020 – July 2021

BYU Management Society, Media Production Coordinator

May 2019 – August 2019

The Church of Jesus Christ of Latter-day Saints, Full-time Missionary

March 2013 – March 2015

TECHNICAL SKILLS & AWARDS

Computer Skills: SQL, Adobe Suite, Google Platforms

Languages: English (Fluent), Tagalog (Fluent), Ilocano (Fluent)

Honors & Awards: Magna Cum Laude