Evan Ishibashi

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EDUCATION

University of Southern California, Marshall School of Business Los Angeles, CA
Bachelor of Science in Business Administration Graduated May 2017
Advertising Minor, Annenberg School of Communication

PROFESSIONAL EXPERIENCE

Rithm School Los Angeles, CA
Student **August 2023 - Present**
- 16 week fullstack software engineering bootcamp, specializing in Python, Javascript, SQL, React, Node.js

Liftoff/Vungle San Francisco, CA
Ad Operations Analyst **January 2020 – February 2023**
- Optimize ad campaigns for post-install goals using data driven insights and dashboards, making recommendations to clients and internal team to enhance customer strategies
- Achieved 100% client spend increase Q/Q by leveraging client data and current goals
- Educate internal stakeholders on new product features that rolled out in response to iOS IDFA deprecation

Customer Success Manager - Algolift
- Provided superior post-sales saas client management while owning an end to end, data-heavy, cloud based technical client onboarding process - steps include data evaluation/ingestion, customer education, API integration and product deployment.
- Collaborated and communicate cross-functionally with account managers, data science and data engineers, sales, and finance to ensure timelines and goals are met
- Built client relationships and provide value, resulting in contract wins including conversion from 3 month $7.5k trial to 1 year $50k/month agreement
- Utilized SQL queries and script editing to troubleshoot and identify gaps in client data and to help ensure a seamless and quick onboarding process

Account Coordinator
- Managed book of 7 mobile app clients with $1 million total quarterly ad campaign spend
- Achieved large upselling wins including bringing a brand new client from $0 quarterly spend to $383k quarterly spend, another from $47k quarterly spend up to $278k quarterly spend
- Created client-specific looker dashboards to inform data driven recommendations for clients to take action upon

Google via Nelson Staffing Mountain View, CA
Cloud Customer Engineer Sourcer/NonTech Sourcer **December 2017 – December 2019**
- Influenced sourcing strategy by drawing insights and trends from key metrics around candidate's pipeline exit point and exit reasons and presenting findings and recommendations to stakeholders
- Conducted 15-20 technical phone screens per week and determined if the candidate will go onsite
- Built live dashboard after anticipating that recruiting leadership needed visibility into metrics for candidate pipeline and current pass through rates

Recruiting Coordinator
- Saved 40 hours/week across staffing teams by creating and implementing custom Apps Script code that automatically messaged candidates prior to interview, eliminating operational inefficiency - organically adopted script across four coordination teams and cross-functionally to the sourcing org
- Consistently exceeded weekly scheduling metric goal resulting in being one of the team's top performers
- Expedited interview coordination by 144.17% in Q3 by eliminating unnecessary process steps and maintaining organized inbox management

Interests/Hobbies

Surfing, Basketball, Snowboarding, Sneakers, Skating, Violin