

Donald Horton

Ex-developer seeking entry-level analyst role.

San Mateo, CA - Email me on Indeed: [indeed.com/r/Donald-Horton/040b4658b036d21d](https://www.indeed.com/r/Donald-Horton/040b4658b036d21d)

* Role: Although my most recent experience is in front-end web development I'm looking for entry-level data analytics roles e.g. data/reporting Analyst. These roles typically require SQL, Excel and maybe some scripting (usually Python).

* Location: I live in San Mateo, CA so I'd prefer opportunities between San Francisco and Santa Clara.

* B.S. Computer Science. U.C. Berkeley Alumnus '98

* Web Development: 5 years

* Partner & Client Account Management: 4 years of experience at Google working with premium partners and clients.

* I have a strong and diverse experience in both analytical and project management roles.

* I have 15 years of professional experience working for high-tech companies in Silicon Valley; including 9 years at Google.

* U.S. citizen.

* Open to part-time and full-time opportunities.

* Open to contracting roles

WORK EXPERIENCE

Front-End Web Developer

Google - Mountain View, CA - 2008 to 2013

Responsibilities

- Led web development for a variety of Google sites including AdSense, Google Giving (google.com/giving/), Google Research and Google for Nonprofits (google.com/nonprofits/). All sites are responsive to mobile platforms, cross-browser and cross-platform compliant, html5 compliant, and support up to 40 languages.
- Used Google Analytics to analyze performance of sites.
- Worked closely with members from product management, engineering, marketing, sales, and legal.
- Proficient in a variety of Google's business tools including Google Analytics, Custom Search Engine, and Webmaster tools.
- Developed Python scripts to parse and analyze data from 100K+ nonprofits. Created dashboards showing distribution of data and key metrics.

Skills Used

sql, excel, html, css, django

Technical Account Manager, AdSense & AdWord

Google - Mountain View, CA - 2004 to 2008

Responsibilities

- Managed the accounts of premium AdSense and Google Books partners. Met with partners, created launch & integration plans, and performed all technical aspects of launches.
- Developed Excel macros in Visual Basic to parse and validate data from Google Books partners.
- Performed post-launch revenue optimizations: maximized click-through-rates (CTR) and helped partners with conversion tracking.
- Upsold new AdSense features and services.

- Supported AdSense for Search (AFS), AdSense for Content (AFC), WebSearch, Site-Targeting, AdSense for Video, and Google Books.
- Managed a portfolio of 10+ AdSense and Google Books partners.

- Worked with the direct sales team and fortune 500 clients to launch, troubleshoot, and upsell AdWords products and features.
- Monitored product adoption and drove product features with the product and engineering teams.
- Wrote extensive pieces of internal documentation for the sales team including implementation guides, FAQs, communication docs.
- Managed several products including Gadget Ads, Website Optimizer, Commerce Ads, Ads Diagnostic Tool and Conversion Tracking.

Software Engineer

Providian Financial Services - San Francisco, CA - 2004 to 2004

- Designed and implemented SQL scripts to analyze consumer data to identify customers eligible for various promotions.
- Analysis was done on Providian's large, complex and distributed MySQL databases.

Project Manager

Yahoo - Santa Clara, CA - 2003 to 2003

- Managed the Operational Readiness Testing of the Yahoo, British-Telecom broadband joint venture.

Software Engineer

Ebay - 2002 to 2002

- Developed automated email features for Bulk-Seller customers. The application layer was developed in Visual C++ 6.0, while the back-end was hosted on Oracle 9i.

Software Engineer

Wink Communications/Open TV - 1998 to 2002

Accomplishments

- Designed and implemented database applications that analyzed data to detect any violations of Wink's business rules. Development was done in PL/SQL Developer on Oracle 8i.
- Developed PL/SQL stored procedures; created tables, indexes, sequences, views other database data structures to ensure the fastest and most reliable queries.
- Familiar with Toad, SQL Plus & PL/SQL Developer.
- Performed all aspects of the product development lifecycle including gathering requirements, writing PRDs & design docs, development, QA and performance analysis.
- Wrote server-side applications in C++.
- I performed all aspects of the product development lifecycle including gathering requirements, writing PRDs & design docs, development, QA and performance analysis.

EDUCATION

Bachelor of Science in Computer Science

University of California, Berkeley - Berkeley, CA
May 1998

SKILLS

Proficient In: HTML, CSS, JavaScript, Django, Linux/Unix & Perforce. •Familiar with: Python, Shell scripting, JavaScript libraries (Google Closure, jQuery), Relational Databases (Oracle, MySQL), C++/C & Visual Basic.

ADDITIONAL INFORMATION

- Front-end Web Development: 5 years
- Client & Partner Management: 4 years
- Software Engineering: 6 years (pre-Google)