

Tyler Ethan P. Guo

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WORK EXPERIENCE

HealthTell

San Ramon, CA

Intern, Bioinformatics and Software Development

Jul. 2018 – Present

- Recreate internal apps updating their processes and documentation via Docker, Python and Git

Product Madness

San Francisco, CA

User Acquisition Analyst

Oct. 2016 – Jun. 2018

- Managed digital marketing campaigns through Facebook, Google, and Apple for three products across all major mobile platforms in 15+ countries
- Optimized campaign creatives and performance based on specific KPI goals (e.g. ROI, CPI and LTV)
- Allocated multimillion-dollar budgets by analyzing market trends and channel performance
- Built and maintained performance dashboards via Tableau for the User Acquisition team which evaluated campaign health, ad partner performance and helped dynamic bid adjustments
- Worked with the Data Science and Solutions teams to ensure stable work flow and processes
- Trained analysts and managers on Bidalgo SaaS platform, Apple Search Ads and Facebook UA

Major Projects

- Planned and executed on a \$200k budget, four-week flight radio campaign in CA and NJ to test an alternate UA method and improve organic uplift
- Automated HTML email reports and audience/exclusion lists to provide accurate metrics to partners and internal BI via Python and SQL
- Scripted ad-hoc optimization reports and queries using various technologies for marketing campaigns based on KPI's and budgets

SKILLS

Programming

- Python (Pandas, Numpy, Matplotlib, Scikit Learn, BeautifulSoup, Flask, Sphinx)
- Basic knowledge of R, Javascript

Database

- SQL (Amazon Redshift, Postgresql, SQLAlchemy, MySQL, SQLite)

Web Development

- Working knowledge of HTML and CSS

Other Technologies

- Tableau, Jupyter, Docker, Redash, AWS S3, Git, Shell Script, Microsoft Office Suite

Digital Marketing

- Facebook Ads Manager, Google Adwords Certified, Apple Search Ads, AppsFlyer, Singular

EDUCATION

University of California, Berkeley Extension

Berkeley, CA

Data Analytics Bootcamp

February - August 2018

University of California, Davis

Davis, CA

Bachelor of Arts, Economics with a Minor in Education

2016

Relevant Coursework

- Analysis of Economic Data, Intermediate Microeconomic and Macroeconomic Theory

VOLUNTEER WORK AND INTERESTS

- UC Davis Arboretum Plant Nursery Intern and Program Ambassador *2014 – 2016*
- Playing instruments, singing, cooking, video games, basketball and traveling