

Graham Thomson

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Experience

Database Marketing Analyst, Barnes and Noble/NOOK July 2014 – Present

- Responsible for engineering programmatic email and push campaigns to 5MM+ customers helping generate over \$20MM annually.
- Data and automation expert working with the Marketing Strategy and Business Intelligence teams to design procedures, queries, and analyze big data sets.
- Leverage existing customer data and APIs to create in house tools (query UI/APIs) for marketing team.
- Provided Technical Project Management on campaigns working with a team of developers to deliver on time, successful results.

Systems Engineer, Houghton Mifflin Harcourt August 2011 – July 2014

- Automated integration of DFP and Ooyala using Python and RESTful API calls, directly monetizing over a thousand Channel One digital assets, minimizing human error, and saving man-hours. Since integration, digital ad revenue has increased by 80% in Q1 YoY.
- Programmatically syndicated Channel One's content to third parties using web technologies acting as project team lead.
- Developed near real-time reporting tools for Nielsen ratings allowing Channel One to identify potential audit location issues. This reporting allows Channel One to remain the highest Nielsen rated program for its target demographic, ensuring the highest potential revenue.
- Created custom modules in Channel One's SugarCRM system to track consumer financial data allowing for scalable, timely, revenue recognition.

Intern, The George Washington University January 2009 – May 2009

- Helped raise over \$1 billion in endowment for the University by soliciting donations from alumni.

Education

The George Washington University, Washington, DC – B.S. Systems Engineering, 2011

Westminster School, Simsbury, CT, 2007

Skills

PHP, Python, MySQL, Hadoop/Hive, APIs, Git, JSON, XML, HTML, CSS, JS, VBA Windows/OSX/Linux

TCP/IP, UPD, HTTP/S, SSL, SSH, FTP Microsoft Excel, Adobe Photoshop, Adobe Campaign, SPSS

Activities and Interests

Travel, cooking, film, music, restoring vintage cars and motorcycles, Tau Kappa Epsilon (TKE, The George Washington University), weightlifting, skiing