

David Hay

San Francisco, CA | in/haydavid | github.com/hayitsdavid

SKILLS

Programming: Python (scikit-learn, NumPy, SciPy, Pandas, Matplotlib, Seaborn), R (Tidyverse), SQL, LaTeX, HTML/CSS, Bash, Git/GitHub

BI/Data Visualization Tools: Tableau, Datorama/Salesforce, Excel + Google Sheets (Pivot tables, VLOOKUP)

EDUCATION

Google / Data Analyst Professional Certificate

Dec 2021 / Online

- Demonstrated hands-on experience with data cleaning, data visualization, project management, interpreting and communicating data analytics findings. Confidence in transforming complex data into actionable and clear insights.

University of Oregon / B.S. Advertising, Minor Business Administration

Aug 2011 - June 2015 / Eugene, OR

- Relevant Courses: Statistics, Multivariable Calculus, Linear Algebra, Fluency with Information Technology

EXPERIENCE

Franklin Templeton / Advertising Specialist

Jan 2019 - Oct 2020 / San Mateo, CA

- Directed SEM strategy, key messaging and execution – All-encompassing largest ad budget (\$60MM)
- Regularly authored, distributed and presented competitive insights and recommendations to internal teams including: CMO, Head of Marketing and Head of Advertising.

Doremus / Account Executive

Apr 2017 - Jan 2019 / San Francisco, CA

- Managed strategic development and execution rebranding NetApp. Generating \$41MM in new customer revenue, reached 25% of target market with 75% increase in positive company sentiment.

Grey / Asst. Account Executive

Feb 2016 - Apr 2017 / San Francisco, CA

- Developed and managed social media strategy for Norton's The Most Dangerous Town on the Internet campaign. Exceeding campaign benchmarks, 3MM+ views and won 2 Cannes Gold Lions and other industry awards.

PROJECTS

Google Data Analyst Capstone

- Analyzed data frame with over 5 million rows of data to provide recommendations for fictional business.

LinkedIn Job Post Report Generator

- Allows user to input job post ID and will return a pdf report with data visualizations of the most common words

Playlist taste app

- Created flask app that analyzes playlist and returns a radar chart of based on different aspects of song