Hugh Huyton

05/06/1998
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EDUCATION

ESADE Business School	Oct 2020 – Oct 2021
Master of Science in Business Analytics	Barcelona, Spain

Overall Grade: 9.2/10

Relevant Modules: Artificial Intelligence, Business Experimentation, Cloud Computing, Data Analytics with R, Recommender Systems, Data Driven Transformation, Digital Marketing

University of Warwick - WBS	Sep 2016 – Jun 2020
Bachelor in Information Systems Management & Innovation	Coventry, UK

Overall Grade: 2:1 – Second Class Honours (Upper Division)

International School of Amsterdam	Sep 2014 – Jun 2016
IB Diploma Programme	Amsterdam, The Netherlands

39/45 points: Top 5% of all candidates worldwide (150,000), Leadership Award, Award for Academic Excellence

PROFESSIONAL EXPERIENCE

Glovo	Jul 2021 – Present
Senor Growth Analyst – User Acquisition	Barcelona, Spain

- Led the product strategy and business execution of Glovo's referral program, identifying key opportunities to **remove friction across the user funnel** and **accelerate the channel's growth**
- Partnered with engineering and design teams to **develop and implement experiments** to drive channel **awareness**, **engagement**, and customer **retention**
- Increased channel NC by 250 bps through identifying and executing **top of funnel** initiatives with **CRM and product**
- Delivered monthly business reviews communicating channel performance, **experiment results**, and **data-based recommendations** to marketing managers and regional marketing directors across markets

Daimler AG	Feb 2021 – Jul 2021
Data Scientist (Masters Capstone Project)	Barcelona, Spain

- Developed a computer vision model in a team of 4 using **Python**, helping automate inventory management and replenishment orders in factory AIVs (95% accuracy)
- Improved assembly operator productivity by 15% (≈ 5 hours per week), resulting in cost savings of over ¥8MM
- Served as principal product owner for the developer team, providing **communication with end-users** to align on vision, **define the roadmap,** and **prioritise the backlog** of work

Glovo	Mar 2019 – Sep 2019
(Growth) BI Analyst Intern	Barcelona, Spain

- Procured millions of users' **clickstream data** using **SQL** to build **conversion funnels**, highlighting **important trends** that were used to drive potential product improvements
- Increased (prime) **retention** by ~2% by calculating customer cost savings for **churning customers** and developing a communications outreach strategy with **CRM**
- Built executive-level dashboards visualising growth KPIs such as **retention (cohorts), acquisition, and engagement**

IT SKILLS & CERTIFICATIONS

Programming Languages:

- **Advanced**: Python, R, SQL
- **Experienced**: HTML, NoSQL, CSS

Libraries:

- **Python:** pandas, numpy, matplotlib, scikit-learn
- **R:** ggplot, tidyverse, causalimpact

Certifications:

- AWS Solutions Architect – Associate
- Introduction to MongoDB (Coursera)
- Machine Learning Foundations (Coursera)

Other:

- **Figma**
- Excel/Google sheets (Pivot Tables)
- Tableau, Looker

ABOUT ME

Languages:

- English – native
- Dutch – bilingual
- Spanish – limited working proficiency

Hobbies:

- Sports: Football, Ski, Padel, Gym
- Extra-curricular: Dutch Society (President), Trading Society, Student Council President