

# Jon Bon Jovi H. Dela Cruz

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## Education

### University of Philippines Diliman

Aug 2018 – Feb 2023

Bachelor of Science in Statistics

- Cumulative GWA: 1.628 (*cum laude*) [🔗](#)
- DOST-SEI Undergraduate Scholarship
- Coursework: Exploratory Data Analysis, Multivariate Analysis, Statistical Inference, Survey Operations

## Experience

### Statistical Consultant

Remote

Freelance

Apr 2024 – Present

- Conducted hypothesis testing, data analysis, and data visualization for a research project, culminating in a 'Best in Research Paper' award
- Guided clients through study design, statistical interpretation, and results presentation, directly contributing to successful thesis defense and approval of final deliverables

### Operations Associate

Remote

Glimpse (New York, NY)

May 2023 – May 2024

- Developed spreadsheet reports tracking product engagement KPIs to support data-driven lifecycle strategies
- Contributed to SEO initiatives through keyword trend research for landing pages, blog posts, and newsletters, resulting in a 45% increase in website traffic over 3 months
- Generated test datasets to support QA efforts for the extension product and targeted outreach campaigns
- Monitored the company's Stripe account, addressing billing inquiries and resolving payment disputes

## Co-Curricular Activities

### UP Statistical Society

UP Diliman, Quezon City

Member

Aug 2019 – Feb 2023

- Maintained the organization's official website and social media channels as the Vice Chairperson of Accounts and Portals (1st Semester, AY 2021 – 2022)
- Led the creation of publicity materials for a series of infographics addressing traffic conditions in Metro Manila as a Co-Head of Pulse (1st Semester, AY 2019 – 2020)
- Coordinated publicity and promotional efforts for LIMITLESS 2019: National Youth Summit on Statistics as Co-Director, contributing to a turnout of 250+ students from different high schools and colleges

## Projects

### Statistical and Machine Learning Analysis of Hair Loss Factors [🔗](#)

Nov 2024

- Examined hair loss patterns in patient survey data through summary statistics and association measures
- Assessed ML model performance and identify key predictors of baldness through feature importance analysis
- Tools Used: R, *dplyr*, *plotly*, *caret*

### Manhattan's Urban Forestry Report, 2015 [🔗](#)

Dec 2022

- Analyzed 60,000+ tree records to describe Manhattan's tree population by species, size, health, and location
- Mapped tree distribution and species biodiversity across neighborhoods
- Developed a species ranking system to support tree planting recommendations for urban planning
- Tools Used: R, Tableau, *dplyr*, *ggplot2*, *sf*

## Technical Skills

**Languages:** R, PostgreSQL, SAS

**Software Tools:** Microsoft Excel, Google Sheets, SPSS, Tableau

**Software Suites:** Microsoft 365, Google Workspace, Adobe Creative Cloud, Canva Visual Suite