



Rea Princess Tuquib

Facebook Ad Specialist / Data Scientist

A passion for marketing, social advertising and a positive attitude in executing Ad strategies professionally to the targeted audience by helping businesses make better decisions based on data driven decision.



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SKILLS

Shopify

Dashthis

Ms Excel

Tableau

Facebook/Instagram Ads Manager

Statistical analysis

Python programming with NumPy, Pandas, Matplotlib and Seaborn

Advanced statistical analysis

Machine Learning with stats models and scikit-learn

Deep learning with TensorFlow

Attention to Detail

LANGUAGES

English



Filipino



EDUCATION

Bachelor of Science In Mechanical Engineering

Holy Angel University

06/2013 - 04/2018

Facebook Mastermind Academy by Sarah Maluyo

Online course

The data Science Course 2022: Complete Data Science Bootcamp

Udemy

WORK EXPERIENCE

Neontreehouse

Digital Advertising Assistant

04/2021 - 06/2022

Achievements/Tasks

- Collaborate with campaign management team to assist them in building out campaigns and doing weekly checks for performance.
- Continued audience research, persona planning and discovery of current trends.
- Create Facebook Ad campaigns (strategy planning, budget recommendations, creative guidance for images/videos, Ad implementation and campaign monitoring)
- Assists the growth lead in creating an impactful marketing strategy to capture the company's target market through audience segmentation, a/b testing and conversion rate optimization.

CARE Electrical And Airconditioning Services

Business Co-owner

01/2020 - Present

Achievements/Tasks

- Seeking new directions and ways to improve and grow of the company.
- Overseeing financial records and taking action, such as securing a new line of credit to handle unforeseen events.
- Quotations for projects and quarterly filling for tax compliance.

PERSONAL PROJECT

"A machine learning algorithm, which is able to predict if a customer will buy again".