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.***

✉ tuquibrea14@gmail.com

in Rea Princess P. Tuquib

f https://www.facebook.com/Reaprincesstuquib/

Skills

- Facebook/Instagram Ads Manager
- Shopify
- Dashthis
- Ms Excel
- Statistical analysis
- Python programming with NumPy, Pandas, Matplotlib and Seaborn
- Advanced statistical analysis
- Tableau
- Machine Learning with stats models and scikit-learn
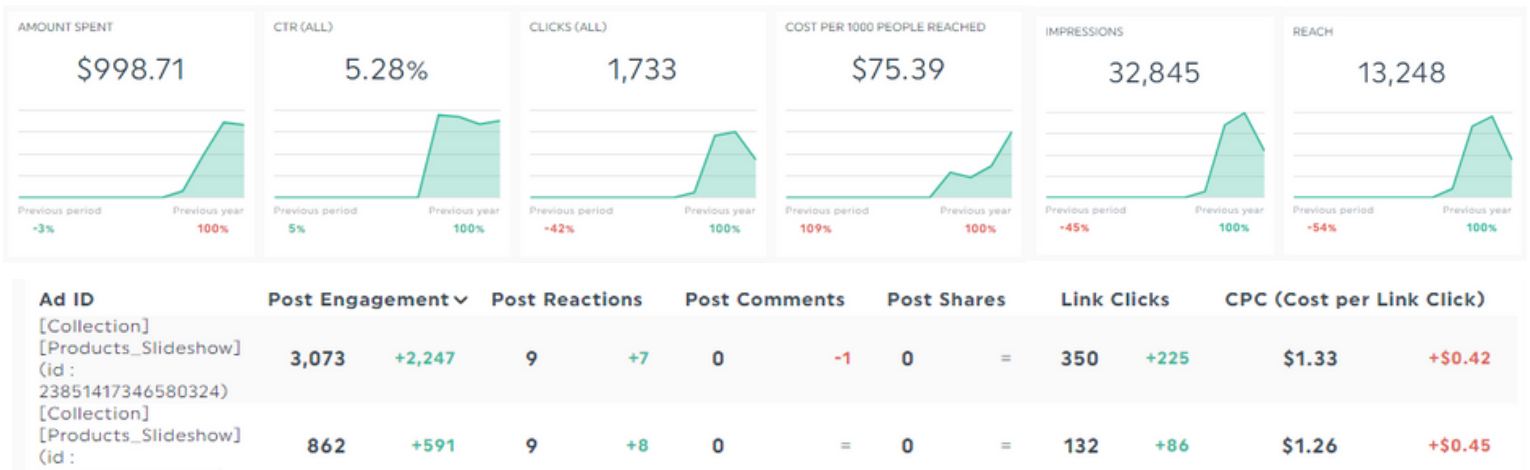- Deep learning with TensorFlow

Educational History

- Bachelor's of Science in Mechanical Engineering
  Holy Angel University
  2013-2018
- Facebook Mastermind Academy by Sarah Maluyo
- The Data Science Course 2022: Complete Data Science Bootcamp

Work Experience

- **Neontreehouse**
  Digital Advertising Assistant
  April 2021 to June 2022

- Collaborate with campaign management team to assist them in building out campaigns and doing weekly checks for perfomance.

- Optimize campaigns to drive high performance results(increase sales, generate leads and increase user engagements).

- **CARE Electrical And Airconditioning Services**
  Business Co-owner

- 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.

CERTIFIED FACEBOOK ADS STRATEGIST
Facebook Ads MASTERMIND PH

- **Using Dashthis tool to report, give recommendations and what to improve on the campaign.**

AMOUNT SPENT	CTR (ALL)	CLICKS (ALL)	COST PER 1000 PEOPLE REACHED	IMPRESSIONS	REACH
$998.71	5.28%	1,733	$75.39	32,845	13,248
Previous period -3% / Previous year 100%	Previous period 5% / Previous year 100%	Previous period -42% / Previous year 100%	Previous period 109% / Previous year 100%	Previous period -45% / Previous year 100%	Previous period -54% / Previous year 100%

Ad ID	Post Engagement ⌄		Post Reactions		Post Comments		Post Shares		Link Clicks		CPC (Cost per Link Click)	
[Collection] [Products_Slideshow] (id : 23851417346580324)	3,073	+2,247	9	+7	0	-1	0	=	350	+225	$1.33	+$0.42
[Collection] [Products_Slideshow] (id :	862	+591	9	+8	0	=	0	=	132	+86	$1.26	+$0.45

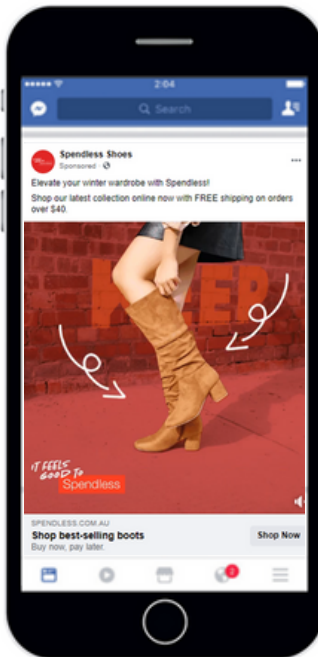- **Sample Facebook and Instagram Ads**

Image – Conversion
BROAD WOMEN
LOOKALIKE WOMEN
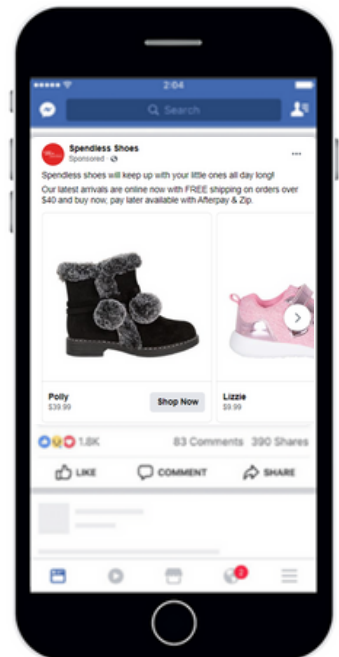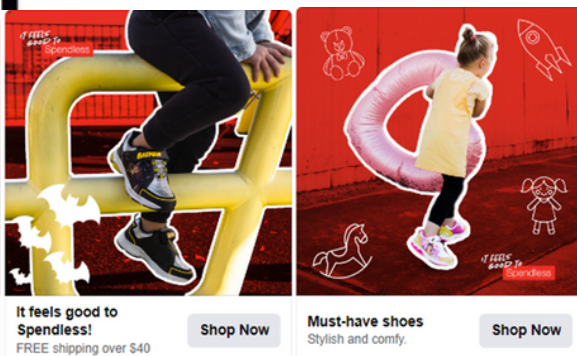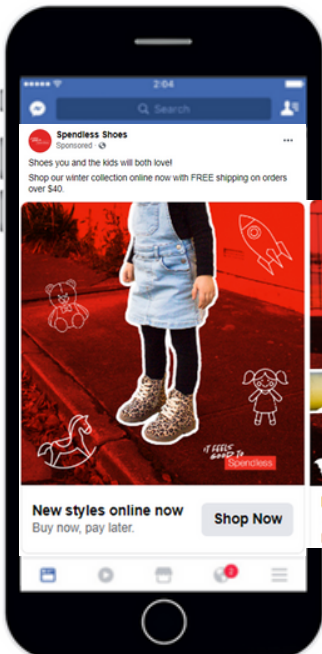INFRASTRUCTURE | **CREATIVE** | AUDIENCE

Image – Conversion
BROAD WOMEN
LOOKALIKE WOMEN
INFRASTRUCTURE | **CREATIVE** | AUDIENCE

Dynamic Carousel – Conversion
BROAD PARENTS
LOOKALIKE PARENTS
INFRASTRUCTURE | **CREATIVE** | AUDIENCE

Dynamic Carousel – Conversion
BROAD PARENTS
LOOKALIKE PARENTS
INFRASTRUCTURE | **CREATIVE** | AUDIENCE

- **Data and results on Facebook Ads Manager**

- **Shopify Data**

	COGs	Ad Account 1	Ad Account 2	Revenue	Profit	ROI	Day	ROAS
1-Nov	3405.35	5,949.25	190.23	12,163.04	2,587.25	41.93%	Friday	1.871178317
2-Nov	3350.03	6,876.34	168.16	12,172.21	1,771.08	25.15%	Saturday	1.728481561
3-Nov	4564.2	8,644.30	82.85	15,773.36	3,618.54	27.41%	Sunday	1.807244843
4-Nov	5383.93	9,974.79	29.36	19,003.68	4,344.36	36.17%	Monday	1.654773484
5-Nov	5451.35	8,878.50	16.67	14,850.61	1,976.86	47.72%	Tuesday	2.098661734
6-Nov	4390.35	8,463.24	10.16	13,561.31	2,048.50	23.45%	Wednesday	1.726152432
7-Nov	3403.59	5,727.83	10.74	10, 642.33	4,081.49	64.55%	Thursday	2.291445123
8-Nov	2983.29	5,081.64	9.6	15,327.63	21,318.07	131.49%	Friday	1.944072334
9-Nov	4509.45	6,967.39	9.3	46,515.99	28,967.88	125.51%	Saturday	2.209134563
10-Nov	3591.95	16,626.97	9.64	26,806.94	44,457.08	133.62%	Sunday	2.334567727
11-Nov	2834.05	10,925.55	0	44,457.51	50,265.54	148.96%	Monday	2.646465675
12-Nov	2244.41	14,311.16	0	50,065.54	45,576.54	146.21%	Tuesday	2.433543575
13-Nov	2115.75	16,437.95	0	59,897.56	59,987.18	136.53%	Wednesday	2.297114356
14-Nov	2575.67	38,910.95	0	54,096.74	54,064.02	126.83%	Thursday	2.276834642
15-Nov	2853.79	40,101.37	555.07	92,335.24	44,372.75	110.23%	Friday	2.236535764
16-Nov	2929.11	48,671.91	1,606.37	90,237.08	39,084.94	121.20%	Saturday	2.574563469
17-Nov	2405.34	47,254.45	821.55	112,208.73	40,679.90	113.90%	Sunday	2.646434783

CR	# Of Sales	AOV	CPC Ad Account 1	CPC Ad Account 2	CPM Ad Account 1	CPM Ad Account 2	Clicks Ad Account 1	Clicks Ad Account 1	CPP	Net Margin
3.48	443	27.45607223	0.76	1.36	13.14	11.28	7,876	143	13.92975847	0.212714291
3.09	440	27.06411354	0.82	1.31	12.08	10.21	8,366	126	14.00477273	0.123301193
3.37	572	27.57890442	0.84	1.45	13.13	10.22	10,344	57	15.25725524	0.151647292
3.26	677	29.07042836	0.82	1.47	14.56	9.23	12,111	20	14.77212423	0.194125938
3.14	674	27.58231454	0.63	1.39	12.06	6.58	11,429	12	13.19694413	0.228308292
2.93	546	27.19891941	0.74	2.03	13.46	9.83	8,303	5	15.51904762	0.133789793
3.24	471	27.94333333	0.89	2.15	12.64	25.15	6,019	5	12.18380334	0.204126317
3.03	341	29.44378296	0.85	4.8	14.25	21.82	7,585	2	14.96252785	0.264329926
4.97	540	24.3845	0.93	3.1	14.18	27.93	19,654	3	12.90127773	0.47659304
5.95	1,527	30.46233793	0.85	2.41	15.91	35.84	13,891	4	10.83596379	0.51876263
4.21	891	30.08635241	0.74	4.14	12.58	26.88	12,683	1	11.53978676	0.514789448
4.95	915	30.99234973	0.86	0	14.52	0	14,593	0	11.9434918	0.562973344
6.42	1,275	29.70481569	0.98	0	14	0	17,963	0	11.22443922	0.542106547
7.17	1,568	29.91913058	1.03	0	14.94	0	29,859	0	12.41991498	0.561990346
7.56	2,564	30.61943482	1.07	0	14.56	0	35,235	0	12.63933443	0.50941972
7.5	3,108	29.70449318	1.1	2.62	14.52	24.45	33,741	212	12.03425463	0.533371227

- **Case Study was for 2021. We all know things have changed in 2021. There are no breakdowns in ads manager anymore. Ads manager reporting is very inaccurate due to IOS 14 update . However, strategy I used still works in 2022.**

- **Performance was not linear (which is normal). Ads that perform today would underperform and overspend the next day as always, finding winning angles and creatives was the key.**