



# 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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linkedin.com/in/Rea Princess  
Tuquib

## 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)

### CARE Electrical And Airconditioning Services

Project Manager

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".