Samuel Ho

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## EXPERIENCE

### Marketing Technology Engineer | PBS SoCal

August 2023 – Current | Los Angeles, CA

* Spearheaded development and optimization of data pipelines, integrating ad servers, CDPs, and CRMs, resulting in a 40% increase in email campaign open rates.
* Led integration of new technologies and workflows into existing data architecture, coordinating with consulting groups, vendors, and internal BI teams, resulting in a 15% improvement in customer profile unification across social platforms. Maintained data automation and integrity within the data pipeline, ensuring efficient and accurate reporting, supporting audience insights, segmentation, and attribution.
* Maintained data automation across the data warehouse, data visualization dashboards, CDP, CRM, and marketing analytics platforms. Collaborated between marketing teams to provide data insights, integrity, and literacy.

**Analyst | COACH New York**

April 2021 – June 2022 | New York, NY

* Managed the P&Ls for multiple business units, including Bags, Ready to Wear, Footwear, Photo Studio, and Merchandise, under Coach Design & Global Marketing. Collaborated with the design teams to develop and implement cost-saving initiatives.
* Present cost flows to track cost initiatives and report supply chain/financial headwinds and cross department breakdown of P&L per category to track gross margin across multiple business units.
* Utilized command line interfaces to manipulate CSV databases for ad hoc analysis and reporting.

### Corporate Banking Analyst | PNC Bank

March 2020 – April 2021 | Philadelphia, PA

* Completed the PNC Formal Credit Training program, encompassing corporate lending, financial modeling, valuation, and sales & product training.
* Leveraged analytical skills to conduct rigorous due diligence on potential secured credit commitments and managed company risk profiles.
* Utilized and interpreted historical performance trends, cash flow strength, collateral coverage, and private equity sponsor involvement.

### Financial Analyst | Autism Learning Partners

March 2019 – March 2020 | Pasadena, CA

* Assisted senior corporate finance analysts in preparing internal monthly operational reports for use by company executive and private equity sponsor group. Reporting breaks down and summarizes key performance indicators and financials by region
* Created databases and VBA macros to provide data manipulation scripts for analysis and effectively decreased turnaround time for reporting/analysis by 2 days.

## PROJECTS

### Audiospace | Founder

* Music collective specializing live shows and music distribution. Self-directed and launched 2 live shows within a year of creation.

### Creativetoolkits | Founder

* Creative tool online marketplace for the modern multi-disciplinary artist. Product categories ranging from creative industries such as audio, 3d, design, and video.

## EDUCATION

### Software Engineering Bootcamp | Hack Reactor | 2023

### **B.A. in Economics | UC Santa Barbara** | Santa Barbara, CA | 2016 – 2018

## SKILLS

### Languages: SQL, Typescript, JavaScript, Python

### Databases: MySQL, PostgreSQL, Redis, Mongodb, Supabase

### Tools/Frameworks: NextJs, Flask, FastAPI, Node.js, Git, AWS Microservices (EC2, S3, Lambda), D3, VBA, Docker, Excel

### Data Tools: Tableau, Apache NiFi, Google Analytics, Minio

### Design & Creative: Ableton, Blender, C4D, Adobe Creative Suite

## HOBBIES Music Production, Audio Engineering, Animation, Tennis, Hiking