

SKILLS

PROFICIENT

- R
- SQL
- HTML
- CSS
- Tableau
- Minitab
- Microsoft Office: Word, Excel, PowerPoint, Outlook

BASIC

- JavaScript
- Python
- SPSS
- Microsoft Power BI

EDUCATION

University of San Diego

Bachelor of Arts, Applied Mathematics, May 2016

Minors: International Business & Asian Studies

Courses: Real Analysis, Numerical Analysis, Probability, Statistics, Linear Algebra, Ordinary Differential Equations, Partial Differential Equations, Computer Programming I

PROFESSIONAL EXPERIENCE

MEDIACOM, PLAYA VISTA, CA

The content + connections media agency and a member of GroupM, WPP's global media operations arm

Analyst, Business Science & Analytics, May 2018– Present

Account: PlayStation

- Was part of a team that rebuilt the PlayStation database (SQL), optimized the data process and improved naming conventions
- Automated and developed business intelligence dashboards (Tableau) for data visualization and insight generation
- Cleaned data both manually and programmatically, utilizing R to isolate regex patterns for a more automated process
- Connected excel to SQL database, allowing internal teams to obtain data in real time and analyze with customized data for reporting
- Developed data quality assurance SQL queries
- Worked with managers to help analyze impact (statistical significance) and best optimal route based on key metrics across multiple media channels
- Communicated technical terms to non-technical people, helping other departments and clients understand how to improve KPIs
- Interviewed and trained candidates, utilizing their strengths in order to best maximize their potential

Associate, Paid Search, January 2018 – April 2018

Account: PlayStation

- Developed keyword list strategically in order to attract most qualified audience in Google and Bing
- Wrote initial draft of creative text ads based on briefing materials, creating multiple versions for A/B testing
- Reallocated budget based on account pacing and account performance aiming to optimize KPI
- Utilized statistical and mathematical modeling in order to analyze performance and learning of campaigns

YONINJA.COM, VIRTUAL

A travel and user review startup aimed at creating a community that helps its members navigate through foreign lands

Business Analyst Intern, October 2013 – March 2014

- Researched and analyzed website traffic regularly via Google Analytics
- Prepared spreadsheets on Microsoft Excel to visualize website performance