Travis Cockcroft

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EDUCATION

Saint Mary's College of California   Moraga, CA
B. S. Business Administration: Honors Finance   May 2015
Cumulative GPA 3.4
SMC Deans List Fall 2013, Fall 2014, Spring 2015

AWARDS

2014 Business Idea Competition 1ˢᵗ Place Winner   March 2014
- Successfully developed & presented a business idea to Keiretsu Angel investors, requirements being a 2-minute pitch followed by 4 minute Q&A. Prize included a monetary payment, 3 hours of legal advice, and an opportunity to pitch at the Angel Expo.

EXPERIENCE

RadiumOne   San Francisco, CA
Optimization Analyst   April 2015-Present
- Optimizing flagship campaigns that generate over 50k in revenue a day.
- Programming a custom suite of tools that are currently used by every member of the team and has resulted in productivity improvements valued over 100k
- Implementing and analyzing new innovative A/B tests that have resulted in reduced waste and improved performance for our clients and RadiumOne

RadiumOne   San Francisco, CA
Optimization Intern   February 2015- April 2015
- Analyzed data from Hadoop, and use storytelling and data visualization (Tableau) to portray insights
- Managed a portfolio of several client's digital advertising campaigns and optimize using data driven insights
- Streamlined and innovated new automation efforts by collaborating with engineering, operations, and data science teams

VerticalResponse   San Francisco, CA
Marketing Data Intern   October 2014 –February 2015
- Built a custom web application that made ad optimization 99% more efficient by reducing time spent analyzing data by 25+ hours
- Created and analyzed reports such as day-parting, PPC bid pricing optimization, conversion rate optimization (CRO) and optimized negative keywords from search term reports

RocketSpace Inc.   San Francisco, CA
Web Developer Student   June-August 2014
- Took a 12-week full stack developer program based around Python/ Django, JavaScript, PostgreSQL
- Built a solid technical and programming background to help drive success in today's businesses

PROGRAMMING LANGUAGES

Python/Django - Intermediate, Javscript/jQuery -Intermediate, HTML5, CSS3, R- Novice, SPSS- Novice
PostgreSQL, SQL, Hadoop (Hue/Pig) databases - Intermediate

RELEVANT SKILLS

Tableau-Advanced, Microsoft Excel- Advanced, Powerpoint, Word, Prezi, Google Analytics, Google Adwords - Certified