

# Travis Cockcroft

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## EDUCATION

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Saint Mary's College of California Moraga, CA  
**B. S. Business Administration: Honors Finance** Expected Graduation May 2015  
Institutional GPA 3.6  
SMC Deans List Fall 2013, Fall 2014

## AWARDS

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**2014 Business Idea Competition 1<sup>st</sup> 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

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RadiumOne San Francisco, CA  
**Optimization Intern** February 2015- Present

- Analyze data from Hadoop, and use storytelling and data visualization (Tableau) to portray insights
- Manage a portfolio of several client's digital advertising campaigns and optimize using data driven insights
- Streamline and innovate 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

Marcus & Millichap Commercial Brokers San Francisco, CA  
**Research Analyst** April –August 2014

- Created and maintained an extensive database of industrial properties around the country in order to get more clients into our CRM and speed the effectiveness of comparable market analysis packets
- Worked on the development and distribution of compelling research driving demand generation

Alain Pinel Realtors Los Gatos, CA  
**Residential Real Estate Sales Intern** December 2009-August 2013

- Assisted with transactions from \$600k to \$14 million, with over \$50 million in sales
- Pioneered new ways to acquire clients resulting in over \$10 million dollars in new business

## RELEVANT SKILLS

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

## PROGRAMMING LANGUAGES

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