

## EXPERIENCE

### Associate Director, Analytics • The Outloud Group

Apr 2022 - Present

- Established Analytics department, including all data operations and reporting functionalities
- Managed Analytics personnel and created all documentation regarding best practices
- Conducted in-depth granular analyses of individual media performances to identify factors correlated with influencer success and produce predictive models
- Developed machine learning tool to leverage historical data and inform media planning
- Created conversion tracking system and proprietary scoring algorithm for evaluating media success based on both the content placement and the creator partnership as a whole
- Compiled quarterly industry reports, including vertical pricing and racial pay gap analyses

### Digital Data Consultant • Various

Mar 2020 - Present

- Analyzed scientific, consumer, and survey data using Python and Tableau to find trends, explanations, and notable insights
- Created Tableau dashboards to display analysis results — dashboards were used for content marketing, inbound linking, and client web traffic improvement

### Analyst, Advanced Analytics • Rakuten Advertising

Sep 2021 - Apr 2022

- Developed and delivered analytics reports, presenting trends and insights directly to clients
- Analyzed budget allocation and spend for key clients in emerging affiliate verticals
- Managed the creation and deployment of digital tools to automate data handling and the execution of critical analytics processes

### Business Analyst • BW Packaging Systems

Jul 2016 - Aug 2021

- Analyzed past project data to identify cost anomalies and amend pricing strategies
- Improved warranty claim processing and response time ~70% by building database infrastructure and front end GUI for warranty claims using VBA and SQL
- Created a Python program for automatically processing and analyzing external client files
- Automated project management and progress tracking through custom report dashboards

## PROJECTS

### Baby Bottle Forecast

Jan 2021 - Dec 2023

- Collected and analyzed data to predict newborn's next feed, both the time and milk quantity
- Created a Python script to perform the analysis and email out baby feed predictions — the repo was starred by 45+ people on GitHub and received 1.3k+ upvotes on Reddit

### Playlist Bot

Nov 2020

- Developed a bot to allow the quick creation of Spotify playlists by parsing comments on Reddit posts (written in Python, utilizing wrappers for both Reddit and Spotify APIs)
- Bot has been successfully called by people in various subreddits to create 275+ playlists

## EDUCATION

**Master of Science:** Industrial & Systems Engineering • University of Florida

May 2018

**Bachelor of Science:** Mechanical Engineering • University of Florida

May 2015

## SKILLS & TECHNOLOGIES

**Languages:** Python, SQL / SOQL, Visual Basic / VBA, C, HTML / CSS

**Software:** MS Excel / Office, Salesforce, Google Analytics, Looker Studio, Tableau, Git