Tyler England

+1 (352) 777-2277
tyler@t-england.com

EXPERIENCE

Analytics Lead • The Outloud Group   **Apr 2022 - Present**
- Established Analytics department, including all data operations and reporting functionality
- Developed conversion tracking system and proprietary scoring algorithm for evaluating media placement success
- Introduced standardized reporting suite and kept all client reports current by automating data pulls from third party APIs (e.g. YouTube, TikTok)
- Conducted in-depth granular analyses of individual media performances to identify factors correlated with success and produce predictive models
- Produced 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**
- 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 150+ 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, Git, Google Analytics, Looker Studio, Tableau, Salesforce