Tyler England

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

EXPERIENCE

Associate Director, Analytics • The Outloud Group **Apr 2022 - Present**

Acorns, AG1, Chomps, Grubhub, HelloFresh, NerdWallet, Rocket Money, SimpliSafe, Whirlpool

- Founded and scaled the analytics department, overseeing data operations, reporting functions, and strategic initiatives to optimize performance and drive business growth
- Directed company-wide data architecture shift from Salesforce to AWS, enabling scalable analytics and more accurate forecasting of media performance and spend efficiency
- Designed and deployed machine learning models to predict content partnership success and optimize spend – improving media planning as well as campaign CPA and ROAS
- Developed advanced measurement approaches to estimate unattributable consumer activity in non-pixeled media, improving visibility into influencer-driven brand impact
- Built scalable automation and Looker Studio dashboards that cut reporting time by 90% while delivering real-time, interactive insights to account teams, clients, and leadership
- Recruited, managed, and mentored a team of analysts, enhancing workflows, performance, and the adoption of data-driven strategies across the agency

Analyst, Advanced Analytics • Rakuten Advertising **Sep 2021 - Apr 2022**

Citibank, Goldman Sachs, TD Bank

- Supported Fortune 500 financial clients by advising on budget allocation, spend efficiency, and performance optimization in affiliate marketing campaigns
- Enhanced internal analytics capabilities by building automated pipelines and reporting tools, enabling faster and more consistent delivery of performance insights across accounts

Business Analyst • BW Packaging Systems **Jul 2016 - Aug 2021**

Clorox, Danone, Johnson & Johnson, Kraft Heinz, Mondelēz, Pfizer, Starbucks

- Championed data-driven decision making in a traditional manufacturing environment, introducing analytics and process automation to improve efficiency and cost visibility
- Built data infrastructure and automation tools (Python, SQL, VBA) to streamline reporting, reduce warranty claim cycle times by 70%, and improve project pricing accuracy
- Developed custom dashboards and analysis pipelines to monitor project progress, uncover cost anomalies, and provide actionable insights for leadership

PROJECTS

Baby Bottle Forecast **Jan 2021 - Dec 2023**

- Developed a predictive tool to forecast newborn feeding schedules (time and milk quantity)
- Open-sourced on GitHub (45+ stars) and shared on Reddit (1.3k+ upvotes)

Playlist Bot **Nov 2020**

- Built a bot to auto-generate Spotify playlists from Reddit threads using platform APIs
- Bot has been successfully called by users in various subreddits to create 375+ 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

Python, SQL, Salesforce, AWS, Looker Studio, Tableau, Google Analytics, APIs, Git, VBA, HTML, C