

# Tyler England

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## EXPERIENCE

### **Analytics Lead • The Outloud Group**

**Apr 2022 - Present**

- Created analytics and reporting tools to guide the execution of influencer campaigns
- Organized and analyzed data to make decisions and expose areas of opportunity
- Ensured client success through collaboration with the Operations and Media Planning teams

### **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
- Built data programs and templates to automate report preparation for all clients across the global network using Python and VBA
- 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
- Automated quote creation and related pricing assessments using Python and VBA
- 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 reliably predict newborn baby's next feed, both the time and the quantity of milk
- Created a Python tool 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 40+ 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, Visual Basic / VBA, C, HTML / CSS

**Software:** MS Excel/Office, Git, Google Analytics, Tableau, MATLAB