# Tyler England

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## 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 users 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