

## EXPERIENCE

### Associate Director, Analytics • The Outloud Group

Apr 2022 - Present

*Key accounts: Acorns, AG1, Chomps, Grubhub, HelloFresh, Rocket Money, SimpliSafe, Whirlpool*

- Founded and scaled the analytics department, overseeing data operations, reporting functions, and strategic initiatives to drive business growth and optimize media planning
- Created an attribution tracking system and a proprietary scoring algorithm to evaluate media success, unlocking actionable insights that increased ROAS over 400% (2022-2024)
- Scaled key client spend over 130% (2022-2024) and drove revenue growth across accounts
- Automated performance reporting, reducing reporting time by ~90% (~38 hours per week) and enabling real-time, interactive dashboards that improved decision-making
- Designed and deployed machine learning models to enhance media planning, predicting partnership success and optimizing spend efficiency using historical data
- Managed and mentored a team of analysts – drove performance improvements, enhanced workflows, and ensured the execution of data-driven strategies across client accounts

### Analyst, Advanced Analytics • Rakuten Advertising

Sep 2021 - Apr 2022

*Key accounts: Citibank, Goldman Sachs, TD Bank*

- Developed and delivered analytics reports, presenting trends and insights directly to clients
- Analyzed budget allocation, spend, and performance for clients in emerging affiliate verticals
- Built automated data pipelines and analytics tools, streamlining reporting and client insights

### Business Analyst • BW Packaging Systems

Jul 2016 - Aug 2021

*Key accounts: Clorox, Danone, Johnson & Johnson, Kraft Heinz, Mondelez, Pfizer, Starbucks*

- Analyzed past project data to identify cost anomalies and amend pricing strategies
- Reduced warranty claim processing 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
- Built a predictive tool for anticipating newborn feeding schedules and notifying parents – 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 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

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

**Tools:** APIs, Git, Google Analytics, Looker Studio, Salesforce, Tableau, AWS, MS Office/G Suite