

PROFILE

Experienced data analyst with a passion for delivering data-driven stories with actionable insights to solve business problems using research, programming and quantitative analysis.

TOOLS

Tableau 8, Excel, SPSS

LANGUAGES

SQL, VBA, R, C, C#, HTML/CSS

RELEVANT WORK

SENIOR ANALYST

2014 – 2015

KANTAR MEDIA -- Santa Monica, CA

- Optimized and prepared weekly and summary reports for DIRECTV Interactive Reporting services for DIRECTV Ad Sales and Business Intelligence groups. Supported requests for custom analyses
- Developed executive dashboards to summarize key data trends and reporting for senior management
- Improved turnaround by 50% for existing reports by coding Excel macros and writing SQL optimizing queries
- Created new Access database combining data from Nielsen MVPD Universe counts and network/channel lineups allowing the product development team to provide insights using multiple data sources

OPERATIONS MANAGER, WEB MARKETING AND DEVELOPMENT

2012 – 2013

KKMEDIA, INC. -- Beverly Hills, CA

- Created best-practices for utilizing Google Analytics to measure website user interactions that led to improved user engagement and was implemented throughout the company
- Implemented and monitored ad channels for websites and used click-through rates and other analytics tools to strategically adjust ad placement strategy using A/B multivariate testing
- Project lead of three simultaneous projects and main point of contact for more than twenty clients

ASSISTANT ANALYST

2011 – 2012

RESOLVE MARKET RESEARCH -- Hollywood, CA

- Led research study on innovative interactive movie content to determine consumer reception
- Designed and implemented consumer-use study for Xbox Kinect and provided insights on interface design to Microsoft team.

PROJECTS

THESIS: Marketing in Virtual Worlds: Selling Dungeons and Dragons Online: Menace of the Underdark

- Analyzed and documented best-practices for maintaining player engagement in a volatile, transitional period

MARKETING PROJECT: Safeway Meal Inspiration Project - A Study on Stay-At-Home Planners (SAHP)

- Identified need statements and highlighted themes and trends for improving in-store recipe ideas

EDUCATION

MASTER OF SCIENCE IN HUMAN BEHAVIOR (MHB) – *Applied Psychology*
UNIVERSITY OF SOUTHERN CALIFORNIA

December 2012

BACHELOR OF SCIENCE IN COMPUTER SCIENCE
DE LA SALLE UNIVERSITY – MANILA

October 2006

VOLUNTEER EXPERIENCE

2007-2015

GAME DEVELOPERS CONFERENCE – Conference Associate

2011-2013

INTERNATIONAL GAME DEVELOPERS ASSOCIATION – Marketing Volunteer