

DARYLE BILOG

Salt Lake City, UT | (808) 276-5814 | darylebilog@gmail.com | [LinkedIn](#)

EDUCATION

University of Utah, David Eccles School of Business (GPA: 3.595)

Master of Science, Business Analytics

Relevant Courses: Data Mining, Data Visualization, Analytical Decision Model, Python Programming

Salt Lake City, UT

December 2023

Brigham Young University – Hawaii (GPA: 3.774)

Bachelor of Science, Business Management (Marketing)

- Minors in Information Systems, Introduction to Mathematics, and Theater

Laie, HI

June 2021

SKILLS

Databases/Big Data: ETL, PySpark, SQL, PostgreSQL, T-SQL, SSMS, and Excel

Analytics/Visualization/CRM: Tableau, Marketing Cloud Intelligence, Google Analytics, and Looker Studio

Machine Learning: Linear Regression, Linear and Integer Programming

Web Tools/Technologies: RMarkdown

Project Management: ClickUp, Scrum, Waterfall, and Visio

Programming: R and Python

Languages: Filipino, English, and Iloko

EXPERIENCE

Motivhealth

Data Operations Analyst, Data Department

South Jordan, UT

March 2024 – Present

- Utilize T-SQL and SSMS for querying and managing relational databases to support business operations and ensure data integrity.
- Implement and maintain integration processes using Boomi and schedule automated data processing tasks with JobScheduler for seamless data flow and timely, accurate data delivery.
- Manage daily ingestion and processing of Protected Health Information (PHI) and Electronic Data Interchange (EDI) transactions, ensuring compliance with regulatory standards.
- Function as technical contact for external vendors, overseeing the correction of data integration issues and managing 834 file implementations.
- Assist non-technical employees in troubleshooting data-related issues, providing clear and effective solutions and documentation.

ThomasArts

Marketing Analyst, Performance Marketing

Farmington, UT

July 2021 – August 2023

- Developed and maintained marketing performance reporting dashboards for campaigns with budgets up to \$2M using Tableau, Marketing Cloud Intelligence, and Looker Studio, leading to enhanced marketing analysis.
- Demonstrated exceptional communication and interpersonal skills while working with over 20 lead vendors, resulting in a 15% reduction in incident resolution time and increased satisfaction among lead vendors and buyers.
- Collaborated with performance marketing managers to optimize monthly paid advertisements' budgets through Excel formulas, leading to a 50% increase in budget optimization.
- Utilized Tableau for data visualization and reporting, providing actionable insights for campaign performance.
- Assisted with multimedia planning tasks for digital channels, resulting in up to 100% budget and spend reconciliation.
- Offered strategic insights and recommendations to enhance the growth and performance of each campaign, contributing to a comprehensive approach to campaign optimization.

Brigham Young University – Hawaii

Communications and Marketing Specialist, Ho'okele Department

Laie, HI

January 2021 – June 2021

- Led the development of effective marketing strategies to optimize reach through trends and analytics, resulting in a 100% increase in engagement on Facebook and Instagram.
- Managed social network interactions, increasing reach by up to 50% compared to previous metrics.
- Created a minimum of 5 high-quality social media posts weekly, using Adobe Illustrator to design eye-catching content, resulting in a 50% increase in visibility within the target market.

PROJECTS

Modeling Whole Foods Business Model: Conducted a comprehensive analysis of the Whole Foods business model as part of a class project. Developed conceptual, logical, and physical models using Visio and Structured Query Language (SQL). The primary objective was to meticulously examine the organizational structure, employing analytical tools to derive meaningful insights.

Data Science Project: Kaggle Home Credit Machine Learning Ensemble: Developed diverse machine learning models. Collaborated on extensive data exploration, feature engineering, and preprocessing using Python, scikit-learn, and Jupyter. Notably, designed and implemented a Naïve Bayes model, which was presented as a key predictive component in the project.

Sales Forecasting for Maverik's New Stores: Engaged in a collaboration with Maverik Corporation to pioneer data-driven sales forecasting methodologies for new store openings. Utilizing Python and Tableau for meticulous analysis and optimization, created a Seasonal AutoRegressive Integrated Moving Average (SARIMA) model as a pivotal time-related predictive tool. Employed a holistic approach, cross-referencing various models, including Regression and ARIMA, to enhance forecasting accuracy and strategic decision-making.

VOLUNTEER EXPERIENCE

BYU MANAGEMENT SOCIETY

Marketing Director

December 2020 – July 2021

- Directed and executed marketing strategies to promote the society's events and initiatives, significantly increasing the member engagement and attendance.
- Developed and managed social media campaigns, designed promotional materials, and organized outreach programs to enhance the society's visibility and impact.
- Collaborated with other board members to align marketing efforts with overall organizational goals, leading to a more cohesive and effective communication strategy.

ADDITIONAL SKILLS AND EXPERIENCE

- **Communication:** Proven ability to present complex data in an understandable manner, both in written and verbal formats.
- **Data Management:** Proficiency in ETL processes, SQL, and PostgreSQL for efficient data management.
- **Data Visualization:** Create and implement tools such as statistical reports, graphs, images, and lists to simplify complex data.
- **Statistical Analysis:** Utilize various statistical methods and techniques to analyze and interpret complex data sets. This includes applying methods such as linear regression, hypothesis testing, and time series analysis to identify trends, correlations, and anomalies.
- **Data Review:** Conduct meticulous reviews of source documents to ensure data accuracy and consistency, focusing on critical elements such as demographic information, case notes, and other required data fields.
- **Documentation:** Develop comprehensive publications and training materials to support the dissemination of information and best practices across the organization.

HOBBIES AND INTERESTS

- **Outer Space:** Passionate about reading and watching content related to outer space, including scientific articles and documentaries.
- **Outdoor Activities:** Enthusiastic about hiking, running, walking, and exploring national, state, or local parks, embracing nature and outdoor activities.
- **Reading:** Enjoys reading sci-fi books and articles from Medium.