

Tyler McDonough

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EDUCATION

UNIVERSITY OF NOTRE DAME

BACHELOR OF BUSINESS ADMINISTRATION, MARKETING

MINOR: SUSTAINABILITY

GPA: 3.64

May 2022
Notre Dame, IN

EXPERIENCE

WORK

Razorfish, *Senior Data Science and Analytics Analyst*

Feb 2024 – Present
Denver, CO

- Aggregated marketing and website data into a Domo dashboard, providing a unified view of business performance and facilitating data-driven decision-making
- Delivered clear and impactful reports to clients, guiding strategic business decisions and translating data into meaningful recommendations
- Established KPIs and worked with cross-functional teams to build a creative taxonomy framework to ensure the accuracy and efficacy of data across multiple marketing platforms

Edelman Data and Intelligence, *Analyst*

Sep 2023 – Feb 2024
Chicago, IL

- Oversaw campaign data management, delivered monthly strategic insights to internal teams to guide marketing strategies
- Prepared detailed wrap reports on campaign and quarterly performance, providing actionable insights to clients for future campaign enhancements
- Utilized analytics tools like Google Analytics and Adobe Analytics to monitor and report on website performance

Edelman Data and Intelligence, *Junior Associate*

Oct 2022 – Sep 2023
Chicago, IL

- Spearheaded data overhaul project, implementing a streamlined data process across various channels using Datorama, optimizing reporting efficiency for the client
- Managed and optimized advertising campaigns for CPG brands, driving consumer-focused marketing initiatives across both eCommerce and social channels
- Conducted in-depth data analysis to extract actionable insights, facilitating informed decision-making and strategic planning for a client in the beverage industry
- Effectively helped manage a \$16 million budget, ensuring adherence to financial constraints and efficient resource allocation

Dairy Management Inc., *Strategic Intelligence Intern*

Jun 2021 – Aug 2021
Rosemont, IL

- Developed market research reports on different areas of the dairy industry by gathering and analyzing data on trends, opportunities, and threats
- Provided research and insights on how to improve marketing communications related to dairy sustainability

SKILLS

SQL	Looker	R	Data Warehousing
A/B Testing	GA4	Data Visualization	Excel