

# Nate Robinson

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## Experience

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### **Sr Analyst, Search Marketing** | Aug 2017 – Present

*Digitas & GroupeConnect* | Chicago, IL

- ▲ Managed SEM portfolio for financial services client with annual budget of \$16MM.
- ▲ Conducted testing and validation of Google Betas including Responsive Search Ads, DDA, Data Studio, and Automated Bidding Strategies.
- ▲ Led weekly presentations to key clients to distill key SEM performance details into actionable insights and long-term strategies.
- ▲ Created NLP model to analyze search query sentiment and track sentiment.
- ▲ Drove automation advancements, leveraging python and Google APIs to reduce daily analysis time for analysts by >90%.

### **Co-Founder & COO** | July 2016 – Present

*FlashFrame* | Chicago, IL

- ▲ Co-founded FlashFrame as a platform for intelligent sports-photography indexing and sales.
- ▲ Grew FlashFrame to over 2M+ monthly pageviews, 900K+ unique visitors, \$60,000 monthly revenue, 30% EBITDA margins, and cash flow positive in 12 months.
- ▲ Established a strategic partnership with NTT DoCoMo, a Japanese telecom company, that resulted in licensing of technology for the Japanese market and a 5G pilot program.
- ▲ Conducted iterative UI design to improve checkout flow and improve revenue by 50%.

### **Chemical Engineering Intern Quality Department** | Summer 2015

*Cabot Microelectronics* | Aurora, IL

- ▲ Automated experimental data pre-processing with VBA reducing analysis time by >90%.
- ▲ Conducted ICP-MS analysis of rush deliverables to global clients in conjunction with overlapping team projects.
- ▲ Utilized regression analysis to determine ideal experiment cutoff heuristic based on external factors.

## Education

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**Northwestern University** | Evanston, IL

Bachelor of Science in Chemical Engineering | June 2016

**Certificates & Awards:** Rising Star, Google Marketing Awards | December 2018

## Skills & Interests

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**Software Skills:** Python, Django, Go, SQL, JavaScript, HTML, CSS, MATLAB, Excel VBA

**Personal Interests:** Running, backpacking, scuba diving, NBA enthusiast, podcasts lover