

# Travis Cockcroft

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## EXPERIENCE

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- RadiumOne San Francisco, CA  
**Product Manager** July 2016-Present
- Executing a vision that will greatly decrease internal costs, bring in new revenue, and increase our ability to execute for our customers all while increasing our internal user's happiness
  - Product Owner in charge of productizing programmatic optimization
  - Launching a new product from the ground up which has seen massive adoption across global teams
  - Implementing and developing an agile Kanban software product management process
  - Interviewing stakeholders and developing a product roadmap based on solving business priorities
- RadiumOne San Francisco, CA  
**Applied Optimization Developer** January 2016-June 2016
- Product owner & lead developer of automation product application
  - Designed and built a custom web application consisting of 20+ automation tools currently used worldwide by over 40 users
  - Automation tools provided granularity in targeting by increasing average targeting parameters from 25 to 80 an increase of 220%
  - Ran as an agile development environment which focused on iterating quickly from quick release schedules and using a feedback loop of user feedback and analytics
  - Currently the most used resource by our optimization teams, and helps run the vast majority of our \$200 million dollars in revenue
  - Collaborated with Data Science and Data Tech teams to build integrations that expanded usage of the automation app and removed a barrier between the teams
- RadiumOne San Francisco, CA  
**Optimization Analyst** April 2015- December 2015
- Optimized flagship campaigns generating over \$50k in revenue a day
  - Programmed the first prototype of fully automated campaign setups and optimization tools
  - Designed and built a new pixel that increases our conversion rates for retargeting by reducing the number of wasted bids
  - Queried ad hoc reports for analysis from Hive and MySQL databases, and used Tableau to build stories and dive deeper into data to deliver insights to clients
  - Consistently being recognized by account managers for my speed of response and attention to detail
- RadiumOne San Francisco, CA  
**Optimization Intern** February 2015 - April 2015
- Managed more campaigns as an intern than most full-time optimization analysts

## AWARDS

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- 2016 RadiumOne Global MVP** August 2016
- Awarded by my peers in recognition of having the most impact on the company during the last year
- 2016 RadiumOne Innovative Star Award** August 2016
- Awarded by my peers for hearing their frustrations and solving their problems by building out the automation tool set that is used globally by internal customers.
- 2014 Business Idea Competition 1<sup>st</sup> Place Winner** March 2014
- Successfully developed & presented a business idea to Keiretsu Angel investors, requirements being a 2-minute pitch followed by 4 minute Q&A. Prize included a monetary payment, 3 hours of legal advice, and an opportunity to pitch at the Angel Expo.

## PROGRAMMING LANGUAGES & RELEVANT SKILLS

**GITHUB: TRAVIS6888**

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Python/Django - Intermediate, Javascript - Intermediate, SQL & Hive databases - Intermediate, NoSQL Database, HTML5 & CSS3 - Intermediate, Tableau- Advanced

## EDUCATION

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Saint Mary's College of California Moraga, CA  
**B. S. Business Administration: Finance** May 2015