

# CHRISTINE SAKO

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## WORK EXPERIENCE

### **XY Labs, Inc., San Diego, CA – Head of Internal Operations and Business Intelligence**

**JAN 2017 - PRESENT**

- Transforms raw data into structured, consumable business-level KPIs via SQL database queries, data visualization implementation, spreadsheet functions, and pivot table reporting
- Implements both high-level and granular data visualization using formulated KPIs to provide insight and uncover actionable business metrics and levers at the individual, department, and business levels
- Establishes cohorted user metric KPIs to monitor and implement marketing strategies for mobile app subscriptions and product sales (e.g. ltv, roi, roas, arpdau, retention, attrition, etc.)
- Oversees and manages long and short-term projects both within and between departments along with 3rd party/B2B partners spanning Operations, Finance, Marketing, Development, Logistics, and Customer Support
- Controls Treasury, financial accounting management, and payroll for daily operations, SEC filings, and business auditing
- Builds tools and processes to increase effectiveness, productivity, and efficiency for Sales, Customer Support, Risk Management, and Fulfillment

### **Home Junction, Inc., San Diego, CA – Head of Marketing, Web Development, and MLS Relations**

**OCT 2012 - DEC 2016**

- Hired, trained, and managed the digital marketing, web development, and technical support teams (14+ department personnel)
- Managed MLS Relations and MLS and Realtor® Association Board communication
- Internal technical contact for all troubleshooting, general IT, and current products
- Involved in website development and support contact for platform themes and plug-ins, both in-house and third-party

### **Richfield Public School District, AVID Program, Richfield, MN – Mathematics Tutor**

**SEPT 2009 - JUNE 2012**

- Facilitated group tutorials and one-on-one mathematics instruction for grades 6-12
- Extensively qualified in instructing and guiding underprivileged, prospective first generation college students
- Coordinated, facilitated, and advised in group colleague trainings

## EDUCATION

### **University of Minnesota, Twin Cities, Minneapolis, MN – BS in Mathematics, Dean's List**

**SEPT 2006 - MAY 2012**

- College of Science and Engineering
- Grade Point Average: **3.52/4.0**

## SKILLS

**SQL, BigQuery, GCP, Looker, Google Data (Looker) Studio, Google Analytics, Microsoft Excel, Google Sheets, AppsFlyer, Google Tag Manager, Google Ads, Facebook Ads, Microsoft Word**

- Upper Management and Leadership Skills (10+ years experience)
- Normalizing and consolidating large amounts of data to create insightful and actionable KPIs and data visualizations
- Tethering multiple data sources to create automated processes across different platforms
- Leading effective and organized conversations in group settings via strong written and verbal communication skills
- Managing Digital and Social Marketing teams
- Multitasking, problem-solving, and establishing business SOPs and protocols
- Understanding of how to create meaningful relationships with various 3rd party platforms, systems, and potential partners
- Professional Mathematics and Calculus background
- Thorough comprehension of Blockchain technology and Cryptocurrency space

## CERTIFICATIONS

### **Google Adwords Certification**

**JULY 2016**

Professional accreditation by Google recognizing expertise in online advertising

## MEMBERSHIPS

### **ASCAP Member**

**FEBRUARY 2014**

Registrant with American Society of Composers, Authors, and Publishers

## RECOMMENDATIONS

\*Available Upon Request.