

# LAUREN BATES

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## CONTACT

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## EDUCATION

### Queen's University

BSc Eng, Mathematics and Engineering,  
Mechanical 2010

- Thesis : Facial Recognition Methods
- Capstone Project : Design of Lacrosse Equipment for Goliath Sports Inc.
- Positions: Math Eng President, Head Project Manager of First Year Design Course, Math Teaching Assistant

## EXPERIENCE

### Upsight (Fuse Powered Inc. acq. by Upsight)

Manager, Product and Business Intelligence

Vancouver, BC  
Aug/2014 - Current

- Manages a two member team and reports to Director of Product
- Led evolution of Fuse Powered platform and SDK in agile environment with bi-weekly sprints
- Launched Fuse Powered as unified player monetization platform in March 2015 including new SDK and responsive dashboard which led to a 67% increase in revenue
- Wrote and optimized InfiniDB queries for new dashboard data visualizations
- Provided data insights regarding ad performance and user behaviour used to guide and sell the Fuse Powered platform

### Senior Business Analyst

Toronto, ON  
Mar/2014 - Aug/2014

- Launched AdRally as standalone product in March 2014 which increased overall ad revenue 3x
- Led the design and implementation of AdRally's automatic mediation algorithm
- Produced all wireframes and functional design specifications
- Reported on user analytics and ad performance to provide app specific insights to account managers

### Business Analyst

Toronto, ON  
Feb/2013 - Mar/2014

- Responsible for monthly revenue processing and reporting of KPIs, ad performance, user analytics, and custom game reports for all business units
- Redesigned ad serving for improved user experience, increasing ad performance by 33%
- Part of two member team responsible for setup, testing, and tracking ad campaigns across the entire network

### Direct Energy

Senior Analyst, Leadership Development Program

Toronto, ON and Pittsburgh, PA  
Sep/2011 - Dec/2012

- Designed and built interactive dashboard integrating 5 data sources for market analysis
- Managed and developed an automatic lead generation program that won an internal award, and allowed the marketing department to repurpose 2 full-time employees

### Web Producer

Jun/2011 - Sep/2011

- Led design, development, and launch of Direct Energy's first mobile site with external vendor
- Implemented and QA'd information and price changes across 10 customer facing web sites

## SKILLS

Problem Solving, Data Analysis, Leadership, Project Management, SQL, QA

## INTERESTS

Fly fishing, baking, cooking, and fitness