

Coding for Google Ads and Useful Home Tools



Do you ever notice ads appearing when you search for information online? Teams of people create those ads to get your attention and influence your behavior. A great ad will be easy to remember, focused on things you like, and will make you want to know more. The people who make ads want to understand your interests, so their ads can be more effective. Software engineers, like me, use programming to measure how effective the ads are. **When an ad is effective, many people see it and click on it to learn more.**

My name is Sam, and I've always enjoyed technology and electronics. I love using tech for automating tasks, creating art, and making small games.

I went to college in Los Angeles, California to study Computer Science. Then, I moved to New York City to work at Bloomberg, a company specializing in studying and reporting on financial data, which is data about money.



Now I work at Google in the ads department. **I make a tool that helps people understand how well the ads are doing.** This is called analytics.



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Analytics means my software looks at, or analyzes, data about the ads and reports on that data. **This is like how a game analyzes how you play and reports your statistics back to you.** My programs look at and process huge amounts of data very quickly! As a Software Engineer, my main job is to make my tool better and fix any problems it might have.

Outside of work, I work on personal projects. For example, I used my computer skills to control my air conditioner with my voice. I especially like how easy it is to get started with programming projects like this – **all I needed was a computer!**



While programming can sometimes seem tricky, I take my time and remember that everything I use or play with on the computer was made by someone like me. It's like a big puzzle, and I love solving it! In my free time, I also like playing the guitar, reading books, hiking, and playing video games.