

# DARIO MEDINA GUERRA

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August 19, 2023

Dear Hiring Manager,

I am writing to apply for the position of Sessional Lecturer - CSC108H1S - Introduction to Computer Programming that was advertised on the Department of Computer Science website. This position interests me because I have both the employment and academic experience you are looking for and it fits my career planning goals of transitioning full time into the academic field soon. It has become clear to me that guiding and mentoring students in acquiring the knowledge necessary to explore, analyze, and apply programming techniques in solving real-world business challenges is both satisfying and rewarding.

During my 15+ years of work experience I have held roles in several industries, of which the last 10 years in banking. I have worked on projects related to BI Reporting and Customer Insights where I have designed, developed, visualized, and implemented software solutions using Python/PySpark, C, SQL, SAS, and Tableau. In my current role as Business Intelligence Manager at TD Bank, I oversee multiple reporting and analytics solutions to several lines of business and Senior Executives in the Wealth division. Training and coaching my team on development best practices to streamline processes and create efficiencies in code is a critical part of my role. Prior to this at Scotia Bank, my team was able to deliver insights that supported strategic decisions to effectively manage collection efforts after the credit crunch in 2009. As a result, my team was instrumental in mitigating delinquency ratios across the Caribbean. This work experience is backed by my Software Engineering Degree from St. Mary's Catholic University in Lima, Peru, and my MBA from McMaster University. I am now actively in the process of exploring Ph.D. programs focused on Machine Learning and NLP to continue this learning journey.

My formal academic experience started in Fall 2017 when I joined the Big Data Analytics Program within the Centre for Continuing Education at McMaster University as a Part Time Instructor. At first, I was hired as a Subject Matter Expert to create the course "Data Analysis & Visualization" from scratch selecting topics, learning outcomes, as well as designing the practical components to effectively deliver the contents of the course, as well as develop business cases for the CapStone course. I am currently an instructor for the Data Management course where I create practical labs, assignments and business cases based on student's needs, complete all marking, and communicate with students on Desire2Learn. As of result of these experience and my work experiences, I am proficient in applying the Data Analytics Life Cycle: Data Sensemaking, Analytics, Insights & Visualization and providing relevant work examples, which students appreciate. I also worked as Part-Time instructor at George Brown in the Analytics for Business Decision postgraduate program for 3 years, this is a program that exposes students to several analytical frameworks and multiple tools to successfully deliver value to the business through analytical products that support/enhance decision making processes.

I believe my professional and academic skills, attributes and experiences make me a qualified candidate for this position and I have attached my resume for your review. Thank you so much for your consideration. I look forward to hearing from you soon to further discuss my experience and fit for this position. I can be reached by phone at 416-844-3058 or by email at [dario\\_medina@hotmail.com](mailto:dario_medina@hotmail.com).

Sincerely,

Dario Medina

# DARIO MEDINA GUERRA

## PROFESSIONAL SUMMARY

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I am a high-performing business leader, university instructor and course designer with 15+ years of combined experience, effectively delivering value-added analytics solutions aligned to business strategy or learning outcomes.

## SKILLS SUMMARY

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- Relevant banking industry work experience in progressive roles to share with students
- Excellent communication and interpersonal skills
- Plan and deliver lectures and practical labs as well as complete all marking
- Curated, designed and developed two courses
- Communicate with students using Desire2Learn/Blackboard
- Proficient in Data Analytics Life Cycle: Data Sensemaking, Analytics, Insights & Visualization
- SAS Certified and proficient in SQL, Tableau and Python for Data science and Machine Learning
- MBA and Software Engineering Degree

## ACADEMIC EXPERIENCE

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**McMaster University, Hamilton, ON**

**November 2017 – Present**

**Instructor and Course Designer, Big Data & Analytics Program**

- Curated, designed and developed materials for two courses:
  - Data Analytics & Visualization and Data Management
- Developed business cases for Data Management & CapStone courses
- Plan lectures, labs, assignments and marking schemes for Data Management course including:
  - Maintaining course website (Desire2Learn) by uploading course materials, articles and marks
  - Responding to student questions outside class time via e-mail and course website/bulletin board
  - Conducting all grading, student feedback and submitting all course grades in a timely manner
- Deliver courses in-person and online
- Coordinate and schedule guest speakers to enrich student learning
- Led TAs for delivery of Labs, assignment of time for marking and other administrative tasks

**George Brown, Toronto, ON**

**January 2019 – August-2022**

**Professor, Analytics for Business Decision Making Program**

- Planned and delivered and improved materials for two courses using BlackBoard:
  - Programming Fundamentals for Analytics & Advanced Analytics for Decision Making
- Developed business cases (Data and business scenario) to lively present Analytics Lifecycle to students
- Planned and delivered lectures, labs, assignments and marking schemes for two courses including:
  - Maintaining course website (Blackboard) by uploading course materials, articles, and marks
  - Advise students in their research efforts to successfully develop social enterprise initiatives through Enactus
- Delivered courses in-person and managed the transition to online delivery as a result of the pandemic
- Coordinated and scheduled guest speakers to enrich student learning

**Canadore College, Online**

**Fall Term 2021**

**Professor, Business Management Program**

- Delivered materials on Microsoft Office Suite in an online environment using D2L
- Scheduled regular and ad-hoc office hours to support student success
- Completed all marking in a timely manner

## WORK EXPERIENCE

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**TD Bank, Wealth Management, Toronto, ON**

**November 2020 – Present**

**Manager, Business Intelligence Analytics**

- Lead team of 4-5 Senior Analysts supporting Wealth in their reporting, insights, and data monetization initiatives
- Manage projects related to delivery of reporting solutions and oversee end-to-end analytics initiatives: gathering/defining requirements, data exploration, building metrics, dashboard building & insights delivery
- Provide consulting services to multiple lines of business to deliver on reporting/analytics projects aligned to enterprise guidelines related to data democratization & monetization

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- Conduct strategic meetings to coordinate analytics projects with our business partners
- Developed SAS/Python/PySpark/tableau reporting solutions from data collection to visualization of metrics
- Built Python and SQL based code in Databricks that migrated SAS code from in-premise to cloud platform (Azure)
- Rebuilt team of analysts to support reporting and analytical needs of our business partners
- Provide coaching to my direct reports as well as strategic direction aligned to department's mandate
- Develop technical training to analysts: Python/SAS/PySpark/Databricks and Tableau (Azure/in-premises)
- Received Star recognition awards for leadership skills via TD recognition program in 2019 and 2022

## **TD Bank, Wealth, Toronto, ON**

**November 2017 – October 2020**

### **Senior Business Intelligence Specialist**

- Present business reporting, insights and analytics to Wealth and Retail LOB to support decision making and strategic planning
- Rebuilt monthly processes for Wealth Advisory Services (WAS) leveraging SAS/Python capabilities to improve accuracy and timelines
- Planned, designed and implemented Self-Reporting Tool Project Plan for LOBs leveraging Tableau server
- Guided WAS National Office through the Tableau Implementation Roadmap becoming a trusted partner
- Received recognition via TD Appreciate for contributions to annual PIC PM business plans
- Recommended, planned and lead monthly business review meetings with LOBs to present key insights and gain feedback for further improvements
- Lead a team of Analysts and Senior Analysts to identify efficient alternatives to solve processes issues in the Hadoop platform (e.g., python, PySpark and its data manipulation and Machine Learning Capabilities)
- Became Tableau Change Agent and SME for the team of Sr./Analysts as we transitioned to new tools
- Attended 2019 SAS Conference and conducted SAS training teach-backs to Sr./Analysts
- Contributing insights during Transition C360 & PAI Dashboard planning meetings with senior management

## **Scotiabank, Toronto, ON**

**May 2011 – October-2017**

### **Manager, Customer Insights & Analytics**

- Led self-service analytics initiatives for several LOBs including developing comprehensive performance metrics, user-friendly dashboards and analytics models for SCENE customer base
- Gathered business requirements for operational dashboards, prepared recommendations, built solutions and presented to the senior management of various LOBs (e.g. RESL, Funding, Retail Solutions, Marketing)
- Mapped out the Mortgage-Retention Process increasing visibility of components, data sources and stakeholders
- Provided analytics to the Mortgage Onboarding Lab and created ad-hoc reports such as New Mortgage Purchases Customer List, Market Research
- Designed and built a standardized data transfer process moving data from mainframe repositories into a centralized data-warehouse increasing process visibility, data accuracy and eliminating reporting redundancies

## **Bell Canada, Mississauga, ON**

**July 2009 – April 2011**

### **IT Team Lead**

- Proposed improvement initiative that transformed paper-based survey into paperless solution using smart-phones, saving over \$50K per year and significantly reducing human error in data entry
- Led a development team of five to implement paperless surveys including conducting requirements gathering sessions through structured interviews and UML cases

## **Praxair, Lima, Peru**

**January 2006 - August 2008**

*A global Fortune 300 engineering corporation, with 26,000 employees and operations in more than 30 countries, that designs, engineers and constructs cryogenic and non-cryogenic supply systems.*

### **Project Manager**

**January 2000 - August 2008**

- Managed 4 application installations and upgrades in Visual FoxPro: distribution, inventory control and mobile applications developed in C++ including monitoring the applications to ensure optimal live deployment
- Conducted and implemented Six Sigma initiatives by building business scenarios, consolidating data analysis from multiple legacy systems, proposing best practices and measuring results that improved data flow between Finance, Control and Production and improved KPI's

## **Systems Analyst**

**January 2000 - December 2005**

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- Implemented Global Procurement Resources Project to lower unit prices of raw materials and equipment for construction projects by gathering, consolidating and analyzing data from multiple platforms using SQL Server
- Gathered regional requirements from global users to design MIS (Visual FoxPro, VBA, Access) for Andean Community of Nations that led to standardized procedures that adhered to country regulations and decreased hardware costs by 20%
- Conducted interviews, gathered requirements (UML) and designed Information Systems for Logistics Operations according to ISO standards that reduced paper-based tasks and automated Production and Logistics procedures

## EDUCATION

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### **Master of Business Administration (E-Commerce Major)**

August 2011

DeGroote School of Business, McMaster University (Hamilton, ON)

### **Bachelor of Software Engineering**

2000

St. Mary's Catholic University, Lima, Peru

### **Course: Adult Education Techniques**

2014

Sheridan College, Oakville, ON

## PROFESSIONAL DEVELOPMENT

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Python/PySpark Training (By Deloitte AI Division)

October 2021

SAS Global Forum Attendee

April 2019

SAS Certified Base Programmer for SAS 9

December 2017

*References available upon request*