

Jeffrey Dryden

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An Engineering graduate with a strong passion for creating sustainable value from the data around us.

Education

Faculty of Applied Science and Engineering | University of Toronto

September 2014 – July 2020

Master of Engineering, Data Analytics

September 2019 – July 2020

Relevant Courses: Foundations of Data Analytics and Machine Learning, Introduction to Data Science and Analytics, Environmental Auditing, Data Mining in Engineering, Financial Management for Engineers, Artificial Intelligence in Finance, Portfolio Management Praxis, Power Management for Photovoltaics

Bachelor of Applied Science, Chemical Engineering

September 2014 – May 2019

4th Year GPA: 3.51. Graduated with a Certificate in Engineering Business & Renewable Resources Engineering

Relevant Courses: Food Engineering, Innovation and Design in Manufacturing Sustainable Materials, Bioenergy & Biorefinery Technologies, Markets and Competitive Strategies, People Management and Organizational Behaviour

Recipient of the 2019 ERCO Leaders of Tomorrow Award, Joe Club Award, Julie Wilkinson Memorial Award (Most dedicated intramural athlete during their undergrad).

Programming/ Language Skills

Spanish • Python • Tableau • Google Data Studio • SQL • C • Excel • VBA • Simulink

Relevant Work Experience

Tally Ho Inn Resort | Huntsville, Canada

September 2020 - Present

Data Analyst, Office Manager

May – September 2016

- Created data pipelines and Tableau dashboards using existing booking data and Python to visualize sales trends.
- Developed a robust Google Analytics platform to accurately measure ad campaigns and better understand sales.
- Implemented a system for tracking \$5000 of payments daily and a cash-out system to ensure all transactions are accounted for, and to increase employee accountability.
- Managed communication between all levels of employees and the Peruvian based owners.
- Overhauled online presence and developed new competitive price points in order to re-energize and reinvent the image of the Resort, resulting in a 500% yearly growth in sales in June and a 150% yearly growth.

Regional Municipality of York | Newmarket, Canada

May 2017 – August 2018

Engineering Assistant – Infrastructure Asset Management

- Worked extensively with datasets, developed dashboards, and processed large amounts of missing data.
- Developed reports highlighting Regional energy use in Water and Wastewater processes, noting areas of abnormal yearly growth and suggesting locations for energy audits through the use and creation of new KPIs.
- Developed strategies for energy storage within our Water and Wastewater plants, which will save up to 80% of electricity costs through Global Adjustment cost reductions in all Class A facilities.
- Wrote and submitted RFQs & RFPs for projects within the region, focusing on water and energy efficiency strategies in outdoor water use.

Relevant Extracurricular/School Experience

Creating and training a Hockey Player Detection Computer Vision Machine Learning Model

Ongoing

- Using YOLOv4 and Darknet created an [object identification model](#) which separated between players on each team, referees, and goalies using an NHL game from the 2020-2021 season between the Montreal Canadiens and Maple Leafs.
- Created my own training and testing data and modified existing Python code within Darknet to identify weaknesses with the model and create new training data to improve them.

Undergraduate Chemical Engineering Council | University of Toronto

April 2018 – May 2019

Chair

- Elected & Chaired a team of 17 members, organized weekly meetings connecting Faculty with all students.
- Created and managed a budget of \$35,000, while additionally securing external funding of \$7,500.
- Introduced a Mental Health Director and Mentorship Director to the council as executive positions.
- Received the 2019 Engineering Discipline Club of the Year award during term as Chair.