

Montreal, Canada
GitHub | LinkedIn

Krishnakumar Valliappan

Programmatic Analyst

+1 (514) 980 6433
Krishnavalliappan02@gmail.com

```
def Krishnakumar ():  
    passion = 'Data Analysis & Visualization'  
    journey = 'From Engineering to Data Analyst'  
    return dataVisualization, dataPipelinesBuilder, efficientProblemSolver
```

Recruitment Team

24-Jul-2024

Omnicom Media Group
Toronto, ON

Job Application for Programmatic Analyst

Hi Hiring Team,

About Me

I'm thrilled to apply for the Programmatic Analyst at Omnicom Media Group, where I aim to make a significant impact. My passion for data analytics stems from a fascination with how data, coupled with mathematical precision, can drive profitable decisions. This enthusiasm has guided my career path, leading me to acquire over three years of diverse experience in the field. As highlighted in my resume, my journey through various roles has not only sharpened my analytical skills but also bolstered my abilities in data visualization, collaboration across different teams.

Why Omnicom Media Group?

Omnicom Media Group's innovative approach to programmatic media technologies and solutions is a major factor that draws me to this role. OMG's commitment to delivering market-leading programmatic media buying, audience segmentation, and on-demand analytics aligns perfectly with my values and career goals. I am particularly impressed by OMG's dedication to Inclusion, Diversity, and Equity through Action, which resonates with my passion for creating inclusive work environments. The opportunity to work at a company that leverages cutting-edge technology to optimize campaign performance and drive client success is incredibly exciting to me. I am eager to contribute to OMG's mission of delivering exceptional media solutions to clients worldwide.

Why Me?

With over two years of experience as a Data Analyst, I bring strong analytical skills and proficiency in Python, Microsoft Excel, and Power BI, essential for the Programmatic Analyst role at Omnicom Media Group. My achievements include boosting sales projections by 15% with predictive models and enhancing data processing efficiency by 40% through custom Python scripts. My collaborative and problem-solving abilities make me a great fit for this role. I am confident my technical expertise and passion for data-driven marketing will significantly contribute to OMG's success. I look forward to discussing how I can add value, hopefully before perfecting my homemade pizza recipe!

Sincerely,

Krishnakumar Valliappan