**LINDA UKPELE**

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**SUMMARY:**

A versatile and data-driven professional with over six years hands-on experience in both quantitative and qualitative analysis in developing and implementing analytical techniques, business strategy, customer insight analytics, forecasting, data mining, business intelligence, data visualization, customer behavioral analysis, operational efficiency and predictive modeling using Python, SQL, PowerBI and Advanced Excel analysis tools. I am a critical thinker who builds strong working relationships, translates complex information into meaningful terms and effectively collaborates with cross-functional stakeholders and decision-makers to achieve corporate goals.

**SKILLS HIGHLIGHT**

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| * Data Mining and Visualization | * SQL | Azure Data Studio |
| * Decision Intelligence | * Advanced Excel | Pivot Table | Vlookup |
| * Strategic & Analytical | * Power BI |
| * Performance Tracking & Evaluation | * Python |
| * Business Process Modelling | * Planning and Forecasting |
| * Interpersonal Communication | * Customer Relationship Management |

**PROFESSIONAL EXPERIENCE:**

**Nak’azdli Whut’en First Nations Nov 2022 – Date**

* Provide high-level administrative, secretarial and clerical support to the Chief Operating Officer
* Assist in the creation and implementation of administrative policies and procedures
* Monitor special projects and financial bookkeeping
* Assist in accounts receivable, accounts payable, general ledger, and payroll functions
* Assist in monthly bank reconciliations and annual audit

**Business Analyst Intern – Cambrian College May 2022 – Jun 2022**

* Disseminate emails sent in Customer Relationship Management (CRM).
* Outlined and created procedures for different marketing lists.
* Assisted Digital Media Department by using Business Process Mapping & Notation (BPMN) and Unified Modeling Language diagrams in mapping out marketing lists and their lifecycle.

**Business Analyst - Simba Group Sept 2020 – June 2021**

* Engaged stakeholders for business requirements to define and perform analytics to meet their objectives
* Developed monthly products performance monitoring dashboards for senior level stakeholders
* Leveraged Advanced Excel and PowerBI to analyse data related to business and revenue growth and product usage to identify opportunities for regional and national business teams
* Accountable for project planning, leading creative solution discussions, documenting requirements, keeping stakeholders informed, and evaluating project success.
* Responsible for managing Projects targeting process improvements, new product implementation, customer billing, customer acquisitions, renewal, and retention planning.
* Responsible for responding to questions from internal and external stakeholders.
* Created and implemented organizational and tracking tools in MS Excel to assist in operations management and ease of completing day-to-day responsibilities/tasks.

**Business Analyst - Bajaj Automobile Mar 2017 – Aug 2020**

* Generated marketing data using Advanced Excel, PowerBI and forecasted sales based on internal and external sales trends.
* Performed root cause analysis of business challenges by conducting interviews with key customers and provided recommendations on how to resolve them and achieve business objectives.
* Used root analysis report and Agile framework to provide recommendations for improving business processes and achieving business objectives.
* Oversaw daily sales operations of sales representatives and ensured the implementation of all customer-related initiatives among sales personnel.
* Managed the organization’s key accounts, new account creation, and retention for market penetration and growth.

**Customer Relationship Banking Officer - Aso Savings & Loans Plc Nov 2014 – Oct 2016**

* Created quality risk assets for the bank including but not limited to overdraft facilities, mortgages, e.t.c.
* Responsible for resolving customers’ complaints.
* Processed orders and provided information on the bank’s products and services to clients.
* Managed and coordinated credit appraisals, processing, approvals, and recovery for the branch.
* Prepared weekly and monthly reports on customer service activities at the branch level.

**Assistant Business Manager - Corona Schools Trust Council Jan 2013 – Aug 2014**

* Responsible for the reconciliation of all organization's financial accounts.
* Ensured professional cash control and management across the organization.
* Management of petty cash and prepared consolidated weekly/monthly fee status reports.
* Monitored, filed, and documented cheque lodgment and invoices.
* Posted transactions on Sage Pastel Account Package.

**EDUCATION:**

* **Cambrian College, Sudbury, Ontario** *PG Certificate IT Business Analysis*
* **University of Lagos** *M.Sc. Economics*
* **Bayero University** *B.Sc Economics*

**OTHER CERTIFICATES:**

* Google Data Analytics
* Immersive Data Analytics Program
* Effective Leadership