

# TOM CALLEGARI

## Data Analytics

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### SUMMARY

I have over 4 years of experience with R, Python, SQL, MongoDB, Machine Learning and related analytical technologies. In November of 2019 I completed a 6-month intensive data analytics bootcamp at the University of Toronto School of Continuing Studies which has prepared me for a full-time role in a data analytics department. For a snapshot of my work and projects please navigate to my GitHub page or to my LinkedIn profile for further information and contact details.

### TORONTO ARGONAUTS FOOTBALL CLUB (10 Years)

#### Broadcast / PA Spotter

2012 – Present

- Assist Game Director and Public Address announcer
- Provide Player, Down and Distance and Officiating calls
- Ensure accuracy of game announcements to stadium

#### Events Assistant

2009 – 2010

- Assisted Events Coordinator
- Set-up and tear down of promotional materials
- Worked events such as the Festival of India and Taste of Danforth

#### Equipment Assistant

September - December 2010

- Assisted with 3 weekly practices
- Daily laundry for players, coaches and support staff
- Fixed and cleaned player equipment
- Packed and loaded team equipment for away games
- Open/closed locker-room for non-traveling players during away games
- Assisted with end of year equipment inventory

#### Research Assistant - (with Charlton Strategic Research)

December 2009

- Recruited season ticket holders on behalf of the Argonauts for an Emotional Connectors study
- Asked respondents to write a personal fan story
- Managed follow-up to insure timely receipt of stories while maintaining fan satisfaction

#### Double Blue Promo Crew

2009 and 2010 Seasons

- Coordinated pre-game Tim Hortons Timbits Football scrimmage with Minor Football teams from the GTA
- Assisted with execution of in-stadium sponsorship activations
- Selected and assisted contestants for on-field TV timeout promotions
- Set-up and tear down of promotional materials.
- Assisted Marketing Director during Argonaut Football Clinic

### OBJECTIVES

- To continue building and enhancing my marketing and business acumen
- Continuous learning of analytic skills and technology
- To work for an organization that actively promotes the well being of its members

### EDUCATION

Data Analytics Bootcamp – May to November 2019

University of Toronto, School of Continuing Studies

Sport Management – 3 yr. Advanced Diploma (Hons.)

Humber College, 2015 – 2018

### INTERNSHIPS

Toronto Argonaut Football Club – Ticketing Analytics

- September 2017 – December 2017

Maple Leaf Sports and Entertainment – Ticketing Analytics

- January 2018 – April 2018

### CONTINUOUS LEARNING / DATA ANALYTICS

EdX.org – Boston University

- Sabremetrics 101 – Introduction to Baseball Analytics
- Statistical Thinking for Data Science and Analytics

DataCamp.com – Data Science Suite

- Introduction to R
- Intro to SQL for Data Science
- Intermediate R
- Cleaning Data in R
- Building Web Applications in R with Shiny
- Building Web Applications in R (Case Studies)
- Working with Geospatial Data in R
- Intro to Statistics with R: Correlation and Linear Regression

Lynda.com (Humber College)

- Data Science of Marketing

Stanford Lagunita (OPENedX.org)

- Intro to Statistical Learning in R
- Computer Science 101

Kaggle.com – Machine Learning Competitions

- Titanic – Machine Learning from Disaster
- House Prices Advanced Regression Techniques



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## CUSTOMER SERVICE AND SALES EXPERIENCE

### Recruitment Consultant (Real Estate) - The Dean Group Inc.

July 2008 - March 2009 (Toronto, ON)

- Managed database of candidates and contacts within the Toronto area
- Daily customer and contact data maintenance
- Conducted reference checks
- Recruited candidates for open Property and Real Estate orders

### Account Manager (Manufacturing) – TSE Canada Inc.

August 2006 - July 2008 (Toronto, ON)

#### Business Development

- Sold on the value of TSE Canada as a recruitment source
- Built relationships with manufacturers across Canada
- Interacted at all levels of client organization (Executive, Management, Production, Plant Floor, etc.)
- Garnered feedback from hiring authorities and managers

#### Account Management

- Daily interaction with clients
- Managed client recruitment of open job orders
- Met targets for sourcing, submission, interviews, references, and sales
- Ensured client needs were always met

#### Recruitment / Candidate Management

- Recruited candidates for open manufacturing job orders
- Managed database of candidates and contacts throughout Canada
- Daily customer and contact data maintenance
- Conducted reference checks

### Office Manager - Etel Response Canada / BTS Inc. / CMN Inc.

January 2001 - August 2006 (Toronto, ON)

- Conducted daily group interviews of 5-13 candidates. (45 -60 min.)
- Delivered daily training to call-centre of 25 to 30 staff
- Trained staff on sales technique and product knowledge
- Employee evaluations and productivity reports administered daily
- Responsible for weekly sales quota of \$90,000 US

#### CSR / Administrator

- Provided credit transaction receipts via the telephone
- Pilot campaign CSR for Sprint Canada and Ontario Hydro Energy
- Provided credit transaction receipts via the telephone
- Administrator for 25 seat call centre
- Managed credit card transactions, office payroll and petty cash
- Sold promotional timeshare vacation packages in Florida to US customers
- Manual dialed leads generated at US trade shows
- Followed a script and used provided objection rebuttals

## PROFESSIONAL ACCOMPLISHMENTS

- Successfully completed vendor approval process with GE Canada
- Account manager to GE - Peterborough
- Set TSE Canada single transaction billing record of 36k (December of 2006)
- Set TSE Canada monthly billing record with 53k in gross billings (June of 2007)
- Broadcast/PA Spotter for 2 Grey Cups
- Grey Cup winning Front Office member

## VOLUNTEER EXPERIENCE

2016 Grey Cup Festival

2016 Florida State Track and Field Championship

Operations Chair – 2016 Grey Cup Day during Sport Week @ Humber College

## CERTIFICATES

Heart and Stroke Foundation of Canada

- CPR – First Aid (2016)

Parks and Recreation Ontario

- HIGH FIVE Principles of Healthy Child Development (2016)
- QUEST Training for Supervisory Staff (2016)

Mental Health First Aid Canada

- Mental Health First Aid Basic (2014)
- Mental Health First Aid for Young Adults (2018)

## TECHNOLOGIES

- Microsoft Office Suite (Excel / VBA)
- RStudio & R
- MySQL, PostgreSQL, MongoDB
- Python, HTML/CSS, JavaScript
- Pandas, NumPy, Matplotlib, TensorFlow, SKlearn

## CONNECT

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References available upon request

