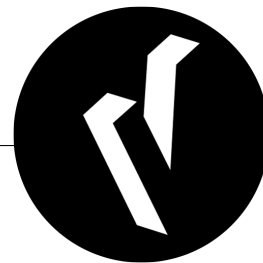


Vivek Menon

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Toronto, Ontario
416-846-0630
M4Y 0B6



Data Scientist driven by improving business performance through statistical pattern discovery. Excels at exploratory data analysis, simplifying insights, leading teams, developing unique strategies, building data solutions, and learning new technologies.

Technical Skills

Julia (v0.4)
Python (v2.7 / v3.5)
R (v3.3)
Git
Node.js (v7.10)
SQL\NoSQL
Microsoft Excel
Google Cloud Platform

General Skills

Data Acquisition & Blending
Exploratory Data Analysis
Machine\Deep Learning
Artificial Intelligence
Data Visualization
Database Architecture
UX Testing
Cloud Computing

Research Domains

Artificial Intelligence
Financial Engineering
Predictive Analytics
Consumer Behavior
Investment Theory
Advertising Strategy
Market Research
Cryptocurrencies

Client Experience

Tech: Apple, GoDaddy
Sport: NFL, Adidas
Auto: Honda, Nissan
Banking: TD, CIBC
Pharma: Pfizer, Allegra
Retail: Walmart, TJX
Food: KFC, McCain
Charity: UNICEF

Experience

2016 - Present (Toronto, ON)

JP \TBWA. **Strategic Data Scientist.**

Led the Toronto division of the global TBWA Digital Arts Network (DAN) by providing multi-platform analytics, end-to-end data solutions, & bespoke measurement strategies.

- ▷ Worked across the international TBWA Network to acquire & cater to multiple global clients, including NFL Media, Nissan, CIBC, GoDaddy, Virgin Mobile, Gatorade, eOS, & Apple.
- ▷ Co-developed an advertising platform for American Funds using the Adobe Marketing Cloud stack in order target investors & advisors and grow their \$1.3 Trillion AUM.
- ▷ Led a cross-departmental team in partnership with TBWA\CHIAT\DAY to focused on discovering creative applications of AI, focusing on artificially-generated creative content via Tensorflow Magenta.

2015 - 2016 (Toronto, ON)

Mirum. **Data Scientist.**

Deployed analytical technologies at scale, developed data-powered strategies, championed intellectual property, & led teams.

- ▷ Built turnkey data solutions for new-to-market products such as Adidas (Avenue A), Campari (Baron Samedi), as well as existing brands like Montreal Canadiens (Club 1909) and Pfizer Centrum
- ▷ Developed end-to-end data strategies powered by recommended data pipelines, often detailing required database architecture, executive KPI frameworks, predictive modeling via machine learning, research visualization, insight reporting, and executional tactics.
- ▷ Consulted on the development of robust in-house data systems for multiple clients, including TD, Walmart, Danone, TWE, DFC, TJX group, Getty Images, Pfizer, & UNICEF

2014 - 2015 (Toronto, ON)

Grip Ltd. **Data Analyst.**

Discovered, presented & implemented data-centric insights for internal & external stakeholders.

- ▷ Constructed an automated KPI target generation system that tested & rendered a family of ARIMA models bi-weekly for Honda & Acura Canada using live web data

Education

2010 - 2014 (Vancouver, BC)

Bachelor of Commerce in **Finance, Marketing,** & Minor in **Economics.**

Sauder School of Business - University of British Columbia.

Graduated May '14 with a double specialization and minor with emphasis on financial engineering, consumer behavior, and econometric analysis.