

EDUCATION

University of Waterloo, BAS.c in Systems Design Engineering | GPA: 3.9/4.0

WORK EXPERIENCE

Data Analytics Intern

Brookfield Asset Management | September 2024 – Present | Toronto, ON

- Proposed and executed 10+ process optimization solutions in the first month, improving team KPIs by 8%.
- Reconceived Salesforce workflows using user insights to design and launch feature enhancements, reducing user friction by 30% and optimising sales efficiency.
- Streamlined internal and market data using SQL, Python, and ETL tools, enhancing reconciliation accuracy by 9% and resolving key data quality issues.

Podcast Lead

UW Product Management Club | May 2024 - Present | Waterloo, ON

- Spearheaded launch and strategic direction of a podcast series, driving 35% audience growth in three months with data-driven content roadmap.
- Led a team of five through end-to-end production process, leveraging a Kanban approach to reduce timelines by 40% and ensuring consistent, on-schedule episode releases.
- Raised audience retention by 15% through targeted focus groups and iterative content improvements.

Technical Project Manager

Christie Digital Systems | January 2024 – April 2024 | Kitchener, ON

- Redesigned QA processes to align with evolving product specifications, reducing defects passed on to mass production by 8% and elevating product quality.
- Led a data analysis initiative, automating a streaming data pipeline with TypeScript, PowerAutomate, and PowerBI, enabling real-time insights for over 200+ employees for decade-long operational use.
- Designed an integrated cloud-based workflow that was 120X faster than the manual method, saving 130+ hours monthly with zero error margin.

Digital Strategy & Value Proposition Intern

Visiva, Latam | June 2023 – September 2023 | Lima, Peru

- Analyzed digital customer acquisition journeys, from lead generation to website conversion, reporting to the VP of Sales and Marketing.
- Mapped customer conversion journeys from upper funnel to contact center.
- Benchmarked value proposition competitiveness with focus on key category drivers.
- Proposed strategic interventions from search engine strategy and website content to contact centre speeches, improving conversion rates across all business units by up to 70%.

PERSONAL PROJECTS

 **Flock\$tock: Financial Advisor App** | May 2024

Best Overall @Technova Hackathon (200+ contestants)

- Developed a financial platform delivering personalised stock advice through real-time debates between AI-driven advisors, each offering perspectives on sustainability, empowerment, and financial growth.
- Integrated hardware input using arduino circuit, enabling seamless switching between animated 3D advisors made with Spline
- Implemented stock dashboards using Streamlit, displaying real-time financial data and enabling faster, informed decisions through dynamic visualisations.

 **Interactive Hologram Video Generator** | March - April 2024

- Developed a responsive web application for interactive hologram video processing, integrating HTML, CSS, and JavaScript to build a user-friendly interface and managing server-side routing with Flask.
- Implemented semantic segmentation for precise background removal for hologram displays using PyTorch and deep learning models.
- Optimized video file processing and asynchronous handling of upload and display operations using OpenCV for frame manipulation and JavaScript's Fetch API for efficient server communication.

 **AI Model for Customer Churn Prediction** | February 2024

1st Place Winner @CxC Powered by EY Datathon

- Developed a machine-learning model using a gradient-boosting ensemble algorithm, achieving a 0.97 F1 score in customer churn prediction with wealth management platform data.
- Optimized model performance through hyperparameter tuning resulting in 30% improved accuracy.
- Proposed data-driven marketing strategies, leveraging predictive analytics to guide retention initiatives.

SKILLS

SQL, Python (Pandas, Scikit-Learn, OpenCV, PyTorch), TypeScript, C++, PowerBI, VBA, Agile, AI/ML, JIRA