

## WORK EXPERIENCE

### Data Analyst

**Brookfield Asset Management** | September 2024 – December 2024 | Toronto, ON

- Proposed and executed 10+ process optimization solutions in the first month, improving team KPIs by 8%.
- Reconceived Salesforce workflows based on user research, implementing feature enhancements that reduced user friction by 30% and enabling scalable process improvements.
- Streamlined internal and market data using SQL, Python, and ETL tools, enhancing reconciliation accuracy by 9% and resolving key data quality issues.
- Facilitated requirement gathering sessions, bridging technical and business teams to define priorities, align on objectives, and deliver impactful, user-centered solutions.

### 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 20% and ensuring consistent, on-schedule episode releases.
- Employed iterative feedback loops and focus groups to refine content for maximum engagement, boosting audience retention by 15%.

### Technical Project Manager

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

- 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 plan.
- Designed an integrated cloud-based workflow that was 120X faster than the manual method, saving 130+ hours monthly with zero error margin.
- Reduced defects by 8% by overhauling QA processes to align with evolving product specs, improving overall product quality for large-scale projection systems.

### 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 insights to the VP of Sales and Marketing.
- Benchmarked value proposition against competitors, shaping recommendations around key category drivers and positioning.
- 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** | November 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 Flask web app (HTML, CSS, JS) for hologram video processing, using PyTorch (deep learning) for precise background segmentation.
- 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.
- Enhanced model accuracy by 30% through hyperparameter tuning and proposed retention strategies based on predictive analytics.

## SKILLS

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

## EDUCATION

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