

# Bradley Herrera Contreras

2ND YEAR MATH & BUSINESS DOUBLE DEGREE STUDENT

☎ (519) 573-6105 | ✉ b2herrer@uwaterloo.ca | 🏠 www.bradleyhc.com | 📷 bradleyhrc | 🌐 bradleyhc

## Summary

- Fluent in **French, English, & Spanish**
- 3+ years of work experience within Desjardins
- Experience working with **Python, R, SQL, SAS, Excel, HTML/CSS/JS, Swift**
- Proven **communication & interpersonal skills** in multiple professional environments.
- Experience in **programming** to manipulate data and deliver a consumable product.

## Work Experience

### Desjardins

*Remote*

PERFORMANCE ANALYST

*Jan. 2022 - Apr. 2022*

- Conducted numerous **analyses between variables & KPIs** to identify correlations and aid data-driven decision-making.
- **Developed programs in SQL & SAS** to manipulate large-scale datasets and extract insights.
- **Delivered clear presentations** communicating business insights & exploring underlying reasons to multiple teams & directors.

### Desjardins

*Kitchener, ON*

OFFICE ASSOCIATE

*May 2021 - Aug. 2021*

- Acquired over **\$40,000** in revenue primarily among new business contacts to aid long-term growth.
- Built over 100 new, long-term points of contact with target clients **setting up strong performance capabilities for success**.
- Ensured accurate collection of data while implementing **data management systems** in company repositories and Excel databases.

CUSTOMER SERVICE REPRESENTATIVE

*June 2018 - April 2021*

- Enhanced **collaboration skills, teamwork, & soft skills** dealing directly with clients.
- Built **strong & clear communication skills** to provide exceptional customer experience, across various methods of communication.
- Managed billing accounts, ensuring proper documentation and collection of premiums.

### Kitchener Soccer Club

*Kitchener, ON*

SOCCER REFEREE & VOLUNTEER HEAD COACH

*May 2018 - Sept. 2019*

- **Led my own soccer team of over 12 boys** while keeping positive communication between parents & club directors.
- Implemented new **communication strategies** for all parties during gameplay as leading referee.
- **Promoted personal development** among team members by providing emotional support & planning physical exercises.

## Education

### University of Waterloo & Wilfrid Laurier University

*Waterloo, ON*

CANDIDATE FOR B. MATHEMATICS (UW) & B. BUSINESS ADMINISTRATION (WLU) DOUBLE DEGREE

*2020 - 2025*

- **Certificat de bilinguisme / Bilingual Certificate** - Père-René-de-Galinée (2020)
- Minors in Statistics & Computing with a 90% cumulative average
- Ontario General Insurance Licence (OTL)
- UW President's Scholarship of Distinction, Waterloo County Scholarship, Governor General's Award
- New-Venture Competition Semi-Finalist (April 2021)

## Extracurricular Activity

### UWaterloo Data Science Club

*Waterloo, ON*

VICE PRESIDENT OF FINANCE

*Aug. 2021 - Jan. 2022*

- Improved stakeholder satisfaction by **strategically reallocating over \$2,500** in funds.
- **Managed to completion** all club spending for events as well as reimbursements.
- **Conducted detailed audits and reports** to ensure transparency and due diligence.

SOCIAL MEDIA COORDINATOR

*May 2021 - Aug. 2021*

- Redesigned club website, with a focus on functionality & UX through Notion.
- Coordinated club's social media response & improved outreach on campus.

### Laurier Insurance & Risk Association

*Waterloo, ON*

CORPORATE EXECUTIVE

*Sept. 2020 - April 2021*

- Managed all contact with a key industry sponsor to secure over **\$1,000** in sponsorship revenue and coordinate events.