

Bradley Herrera

2A Math/BBA Double Degree Student | www.bradleyhc.com | 519-573-6105 | b2herrer@uwaterloo.ca

SUMMARY OF QUALIFICATIONS

- Fluent in **English, French & Spanish**; clear oral & written communication skills
- 3+ years of experience in **financial services & insurance** through work experience (OTL licenced)
- Strong **analytical & problem-solving skills**, ability to **interpret data** into a business context
- Strong **interpersonal skills** developed through **people-oriented** work & volunteer experience
- Passion for data science, combining my knowledge to **solve problems** and extract **valuable insights**
- Proficient use of **Excel, Python, R, C**, and other programming languages including **web design**

WORK EXPERIENCE

Desjardins Insurance

Kitchener, ON

Business Associate

May 2021 – August 2021

- Researched & presented **business opportunities**, contacting leads to **generate growth**
- Achieved performance goals of reaching over **1,000 new clients** with a **20%** quoting ratio for insurance
- Gathered new and accurate client data while **implementing data management systems** in company repositories and **Excel** sheets
- Provided **insurance** and ensured proper **risk management**

Customer Service Representative

June 2018 – April 2021

- Enhanced **collaboration skills, teamwork, & soft skills** dealing directly with customers
- Built **strong & clear communication** to provide a positive customer experience, across various methods of communication (in-person, phone, emails, etc.)
- Managed billing accounts, ensuring proper documentation and collection of premiums

Kitchener Soccer Club

Kitchener, ON

Soccer Referee & Volunteer Head Coach

May 2018 – Sept 2019

- Gained valuable **leadership skills** by managing a team of U4 boys, keeping **close contact** with all parties, and enforcing the laws of the game in a **fast-paced environment**
- Ensured **clear communication** during gameplay with all parties involved
- Promoted **physical & personal growth** of my team of boys, notably teamwork and self-confidence

EDUCATION

University of Waterloo & Wilfrid Laurier University

CAV: 89.4%

Candidate for B. Mathematics & B. Business Administration Double Degree

Class of 2025

- Ontario General Insurance Licenced
- UW President's Scholarship of Distinction; Waterloo County Scholarship; Governor General's Award

EXTRACURRICULAR EXPERIENCE

Data Science Club | Web Designer & Social Media Coordinator

May 2021 – Present

- Redesigning club website, with a focus on functionality & UX
- Coordinating club's social media presence & improved outreach to first years

Laurier Insurance & Risk Association (LIRA) | Corporate Executive

Sept 2020 – April 2021

- Facilitated contact with sponsors and executed club events & programs as part of a team

SKILLS

Programming (R, Python, C, Web design), Multilingual, Strong analytical & communication skills