| **WORK EXPERIENCE DENTSU,** Toronto—*Data**Analytics Manager*NOVEMBER 2021 - NOVEMBER 2023  * Developed and maintained automated dashboards using Tableau Server, Desktop and Prep to provide real-time insights into key performance metrics. * Conducted data cleansing and transformation processes to ensure data quality and consistency across various sources * Created overviews and tactical POVs that explain in detail media performance results to internal stakeholders and clients   **PUBLICIS,** Toronto—*Programmatic/Data Account Manager* JULY 2021 - NOVEMBER 2021   * Translated research data and findings into actionable/strategic insights using strong storytelling, data visualization, and presentation skills using PowerPoint and Excel * Developed campaign strategy with the internal and external client teams​ * Monitored campaign performance, optimize and communicate campaign traction to both internal and external client teams  **OMNICOM MEDIA GROUP,** Toronto—*Programmatic/Data Manager* NOVEMBER 2018 - JUNE 2021   * Evaluated the best avenues and drew conclusions that were both data and marketing-driven from client campaigns on a tactical level​ * Worked with clients to ensure reporting answered main pain points while showcasing the campaign’s performance using PowerPoint and Excel * Managed and coached team members on programmatic buying best practices  **OMNICOM MEDIA GROUP,** Toronto — *Programmatic/Data Senior Analyst*DECEMBER 2017 - OCTOBER 2018  * Organized and pivoted data information in a digestible fashion using Excel to tell a story * Provided strategic campaign measurement recommendations that correlate to the targeting and brand objectives using data * Worked directly with partners/vendors to become fluent in new features, capabilities and/or troubleshoot client campaign issues   **OMNICOM MEDIA GROUP, TORONTO** — *Programmatic/Data Analyst* DECEMBER 2016 - NOVEMBER 2017  * Derived actionable insights based on campaign performance data * Understood client performance objectives and developed successful optimization strategies to meet them * Organized and pivoted campaign data in a digestible fashion using Excel  **ETHNODIALOGUE, TORONTO** — *Programmatic/Data Analyst*MAY 2016 - NOVEMBER 2016  * Managed digital campaign execution, including setup, optimization and reporting * Assisted in the translation of creatives from English to Spanish   **EDUCATION & CERTIFICATIONS**  **QUEEN’S UNIVERSITY** — *Masters of Management Analytics* JANUARY 2023 - DECEMBER 2023  **UDEMY** — *The Complete Python Bootcamp From Zero to Hero in Python Certification* JANUARY 2023  **TORONTO METROPOLITAN UNIVERSITY** — *Data Analytics, Big Data & Predictive Analysis Certification* SEPTEMBER 2020 - DECEMBER 2022   * **Courses**: Introduction to Big Data, Data Analytics: Basic Methods, Data Organization for Data Analysts, Python Programming for Data Science, Data Analytics: Advanced Tools, and Big Data Analytics Project * **Platforms**: R, SAS, Python, XPath and XQuery, SQL, Hadoop, IBM Watson, Weka, MySQL, MongoDB, Apache Spark, Apache Pig, Apache Hive, MySQLWorkbench, RStudio, Studio 3T, Tableau   **UDEMY** — *The Complete SQL Bootcamp 2021 Certification* AUGUST 2021  **GOOGLE ACADEMY** — *Advanced Google Analytics Certification* APRIL 2020 **GOOGLE ACADEMY** — *Beginner Google Analytics Certification* MARCH 2020 **BRAINSTATION** — *Digital Analytics Certification* DECEMBER 2018 **HUMBER COLLEGE** — *Post Graduate Certification in Advertising Media Management* SEPTEMBER 2015 - APRIL 2016 **UNIVERSITY OF GUELPH** — *Bachelor’s Degree in Marketing Management*  2015 | **PLATFORMS SQL Jira  Scrum Tableau Tableau Prep Power BI R Python Google Analytics**  **DV360** **The Trade Desk** **Amazon** DSP **Verizon** DSP **Sizmek Google AdWords**  **CLIENTS**  General Motors, Lowe’s, Samsung, Pepsi, Apple, Hasbro, PetSmart, Levis, Disney, Campbells, McDonalds, Subaru, Canadian Blood Services, Tourism Nova Scotia, Clorox, FedEx, Petro-Canada, Dr. Scholl’s, M&M Food Market, Investors Group, Activision, Sodastream, Leon’s, Luxottica, Royal Canadian Mint, Hydro One, Ford, Remax |
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