

# Darius Hrecinic

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## SUMMARY

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- Skilled in data-driven problem-solving, with a focus on transforming raw data into valuable insights that drive business success
- Proficient in using tools such as Microsoft Power BI and Python to develop dashboards and briefing decks
- Experienced in e-marketing, including research, analytics, and webpage design
- Proven ability to lead projects and work collaboratively with cross-functional team

## EDUCATION

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### Toronto Metropolitan University

BComm (Hons) in Business Management, Marketing (CGPA: 3.75)

**Toronto, ON**

Graduation Date: April 2023

- Achievements/Awards: Minor in Finance, Dean's List x4, DECA Delegate

## WORK EXPERIENCE

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### Treasury Board Secretariat (OPS)

Workforce Modelling Analyst Intern

**Toronto, ON**

January 2023 – April 2023

- Conducting research and analysis into OPS job classification trends to assist in preparing the monthly ADM briefing deck and ad-hoc statistical reports using WIN monthly data extract, Microsoft Power BI and Python data visualization libraries.
- Leading the branch's website modernization project to restructure information for improved functionality, clarity of communication and future website maintenance.
- Conducted data cleaning and validation on the OPS job classification database that houses classification data since 2018, resulting in enhanced reporting ability and accuracy for the branch's monthly dashboard.
- Leading the identification of an e-learning management system for the Job Evaluation Academy, including research, cost-benefit analysis on the different systems, making recommendations and presenting to management.

### IsoAcoustics

Digital Marketing Intern

**Markham, ON**

January 2022 – August 2022

- Improved brand awareness by increasing impressions on Google Ads by 300% through implementing different campaign types to target broad as well as very specific audiences.
- Managed Amazon Seller account with over 30 product listings in 8 countries to ensure data accuracy.
- Reduced website page load speeds by 70% to improve SEO, user experience and gather quality leads.
- Contributed to the company's social media profile as well as optimized website performance and created webpages using WordPress.
- Created and organized marketing materials such as photos, videos, and ad copies for Google and Facebook Ads.
- Created and sent out personalized email marketing newsletters to over 2,000 distributors and customers using Mailchimp.

### Questrade

CX Marketing Intern

**North York, ON**

May 2021 – August 2021

- Synthesized and analyzed over 4000 qualitative data points to create and then present web platform improvement recommendations to key stakeholders.
- Led the design and implementation of an enterprise-wide email database, resulting in improved communication and increased efficiency across the organization.
- Produced multiple customer personas and journey maps for all the major product lines, which was used as a method of learning by other departments.
- Conducted competitive research on 7 onboarding web experiences to facilitate improvement ideation.

## SKILLS & INTERESTS

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**Skills:** Microsoft Power BI, DAX, VBA, SQL, Python (NumPy, Pandas, Matplotlib, Seaborn, NLP, Keras), Data Analysis and Visualization, Git, Jupyter Notebook, JavaScript, CSS, HTML, WordPress, Microsoft Office, Google Apps, Google Ads, Google Analytics, Google Tag Manager, Photoshop, Facebook Ads, Mailchimp