

Cassandra Tso

tso.cassandra@gmail.com | (647) 297-0962

Relevant Skills

- **Tools:** Tableau, Google Analytics 360 (BigQuery, Data Studio, Tag Manager), Excel (Intermediate: Pivot Tables, Complex Lookups, Logical Formulas), Salesforce
- **Languages:** SQL, Python, R
- **Certifications:** Google Analytics for Beginners, Advanced Google Analytics, Google Analytics for Power Users, Google Tag Manager Fundamentals

Relevant Experience

Moneris Solutions

Toronto, Ontario

Data Analyst, Digital Marketing (Contract Position)

January 2019 – October 2019

- Worked closely with other stakeholders to gather business requirements for efficient and complete data collection
- Established KPI's and success metrics for all marketing campaigns
- Maintained documentation on the measurement and reporting processes to ensure continuity and consistency
- Conducted testing and troubleshooting so that marketing campaigns were being tracked correctly
- Wrote complex SQL queries to extract, manipulate and integrate large amounts of data from multiple database sources (SalesForce and Google Analytics) using Google BigQuery
- Cleaned and analyzed data to identify trends, uncover new opportunities, and answer ongoing business questions
- Monitored all data platforms and provided actionable recommendations for improvements
- Tracked all phone calls using call tracking software and provided weekly call performance reports
- Designed and built campaign dashboards for key stakeholders using a variety of tools (Tableau, Google Data Studio) to provide insight on business performance and to provide post-event analysis
- Produced analytics reports on a weekly, monthly, and quarterly basis
- Effectively presented results and actionable recommendations through storytelling and visualizations to non-technical business stakeholders
- Developed hypotheses, conducted A/B tests (using Crazy Egg), analyzed results and provided recommendations

Arrow Electronics

Toronto, Ontario

Digital Marketing Analyst

May 2016 – May 2017

- Created and maintained weekly reports using data from Google Analytics and Salesforce to present to the Director of Marketing showcasing the progress of all digital marketing campaigns
- Created compelling and easy-to-understand marketing content and collateral (presentations, whitepapers, brochures) ensuring consistency of design and alignment with brand strategy
- Established relationships with small and medium-sized companies and briefed them on offerings
- Researched and developed an in-depth knowledge of the industry and competition, keeping informed of competitive product offerings, sales strategies and their underlying technologies

University of Waterloo

Waterloo, Ontario

Vice President of Marketing

September 2016 – May 2017

- Led a team of 10 marketing analysts to encourage student interest in the financial services industry
- Coordinated advertising, design, and promotion strategy for events, reaching 3.4 k Facebook users
- Oversaw execution of multiple events per term with an average attendance rate of 40%
- Curated social media content for various channels (Facebook, Website) for students each week

Education

University of Waterloo

June 2018

Bachelor of Mathematics (Specialization in Business)

Waterloo, Ontario