

Dea Wang

Toronto, Canada / Internet, Everywhere

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Data Analyst with 7 years of experience in business analysis, sales operations/enablement and database management. Specializes in CRM Analytics and Digital Marketing. Skilled in conceptualizing and pitching actionable insights, finding meaning through data analysis, and developing, operationalizing, and measuring strategic goals.

WORK EXPERIENCE

Guest Experience, Customer Success Associate | Oxford Properties Group, Toronto **Nov 2019 – Present**

- Managed and fostered relationships with key accounts regarding products and promotions to support revenue growth, Customer Experience goals, process efficiencies, and CRM best practices
- Led engagements with consumers and clients to complete transactions and sales; regularly exceed seasonal target by 180%
- Optimized client satisfaction via efficient provision of services and amenities in dynamic, fast-paced environments

Head of Business Strategy and Operations | Zebertha Music, Ottawa / Toronto **Jul 2019 – Mar 2020**

- Led stakeholder discussions to define scope, key operation & financial data, and identify disproportionately valuable business drivers to maximize ROIs
- Led cross-functional team to execute and monitor operational effectiveness of Product Launch using agile methodologies
- Developed, tested and implemented new processes, such as campaign management, surveying, & internal workflows
- Structured music release datasets into database to distill trends, filter anomalies, and presented such deliverables
- Oversaw logistics of event planning, including production, vendors, budget, and online/offline promotions

Education Developer/English Teacher | Henan IED Business School, Zhengzhou, China **Jun 2015 – Jun 2019**

- Developed and presented high-level strategic reports on the school's overall position in the market, and how individual products would compete, using Porter's five forces and value chain frameworks
- Pitched and designed new curriculum on Cultural Relativism, Negotiation Strategies, etc. to President and Board Members
- Was keynote speaker on EDI and pedagogical approaches at the National Conference on Economics and Social Sciences
- Taught English to over 300 students, formed a personal network of students, parents, and tenured professionals
- Became proficient in Mandarin; travelled; adapted to Asian-Pacific cultural, economical, political, and business practices

Account Manager | Henan IED Business School **Summer 2014**

- Onboarded 55% more client accounts in my first four months, 400% increase in efficiency from previous onboarding rates
- Managed front and back end operations including client relationships, SEO, Sina Weibo Analytics, and market research

SKILLS & CERTIFICATIONS

Certified ScrumMaster CSM® | Scrum Alliance

Database: expert SQL, noSQL, expert Excel

Data Visualization: expert Tableau, Power BI, Matplotlib, Plotly, Seaborn

Programming: Python (Numpy, Pandas, Scipy, Scikit-Learn, pyspark), Linux Command Line Interface (CLI)

Data Collection: Web Scraping (request, BeautifulSoup, Selenium), API request

Workflow: MS Office, CRM (VTS, Salesforce), Google Analytics, Miro, Slack, G Suite, Trello

EDUCATION

Western University, London, Canada **2010 – 2015**

B.A., Honors Specialization in Economics

Relevant Coursework: Econometrics, Macro & Microeconomics, Financial Modeling, Digital Media, Philosophy

Leadership in: CHRW-Radio Host, Leadership Education Program, Case Competition, Chamber Orchestra

Toronto Institute of Data Science and Technology, Toronto, Canada **Jan 2021 – Jun 2021**

Postgraduate Diploma, Applied Data Analytics and Business Intelligence

Data Science with Python Certificate

MITx, edX, Micromasters, Statistics and Data Science **Apr 2020 – Present**

LANGUAGES & INTERESTS

Languages: English – Native | Mandarin – Native | Cantonese – Intermediate | French – Intermediate

Interests: Running, Reading, Podcasting, Organizational Psychology, Fanaticism/Brand Loyalty, Violin, ProductHunt.com

HIGHLIGHTS

- Strong understanding of the relational nature of business applications, helps tremendously when querying for answers
- Communicate precisely and effectively with well-honed public speaking skills
- Create collaborative, synergistic work environments to maximize the potential of teams and strategies
- Affinity for learning, conducting market research, and adaptation of new technological tools
- Thorough knowledge of SQL, Tableau, CRM platforms, cloud based SaaS solutions, and python for data science
- High level of accuracy and attention to detail
- Show resilience and tenacity when problem solving and tackling challenges
- Take ownership of projects far beyond pay grade and what is in the defined scope of responsibilities
- Self-starter, entrepreneurial, get things done
- Bonus product management and educator acumen from early career